

LIFE

DEBUTANTE BRENDA DIANA DUFF FRAZIER

NOVEMBER 14, 1938

10 CENTS



ORCHIDS TO THE MOTOR MAKERS

... BUT

THERE is one thing about the new 1939 cars you should know. Sure, they are dreams to look at . . . they are flashes to drive . . . the motor makers have outdone themselves . . . buy one of the new cars if you possibly can! But, remember the closer cylinder clearances and improved piston assemblies that make for greater efficiency also produce far greater heat—a heat that will break down old-style oils—make them sticky—cause piston drag and stalled motors.

But the Texaco Engineers had been working on this very problem for years—to develop an oil that would give absolute lubricating protection even in the presence of extremely high heat.

When the new cars presented this problem, the Research Engineers of The Texas

Company were ready with a new oil. It's Insulated Havoline Oil. Insulated Havoline stays on the job—fights the new high heats of today's cars. It's the oil you need for a new car. There's no better oil at any price for *any* car—besides being insulated, it's distilled to keep your engine clean. Change to Havoline—the oil that's changed for you.

Stop when you see the Texaco Star. That's a sure sign of Insulated Havoline Oil, Fire Chief Gasoline, dependable Marfak Lubrication, helpful, courteous service and clean Registered Rest Rooms.

TEXACO DEALERS INVITE YOU to tune in THE TEXACO STAR THEATRE: A full hour of all-star entertainment every Wednesday night. Columbia Network—

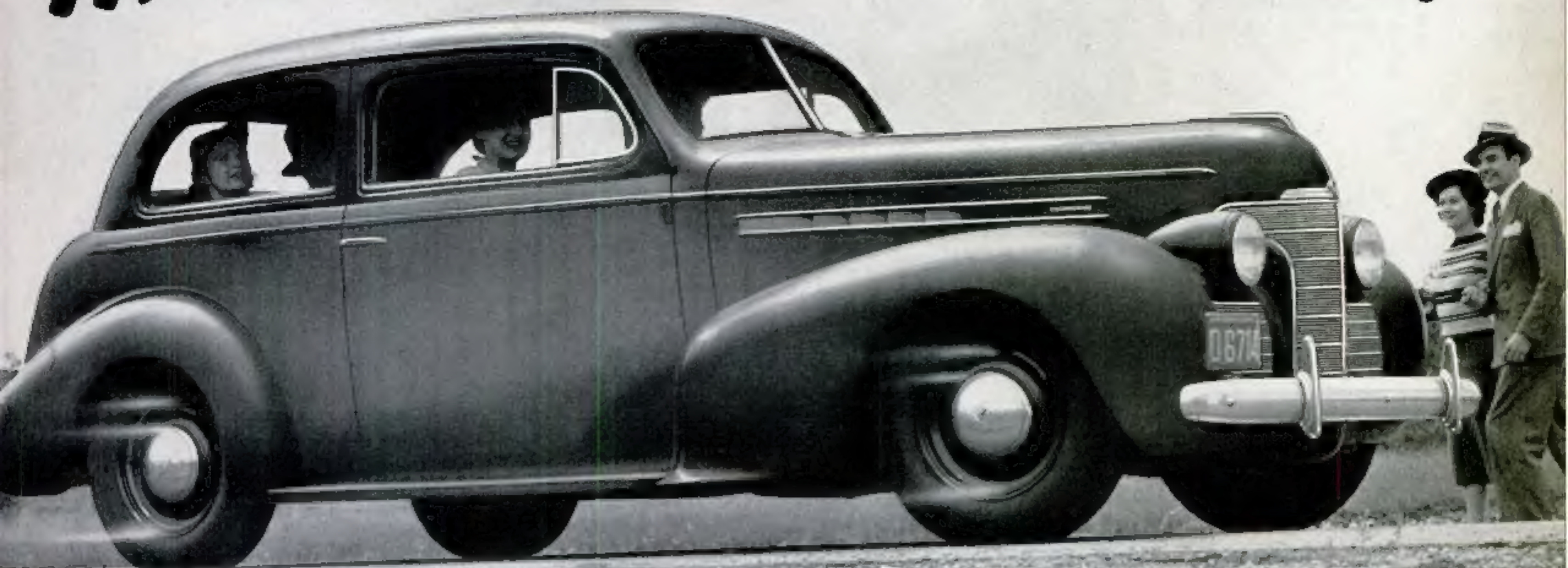
9:30 E.S.T. 8:30 C.S.T. 7:30 M.S.T. 6:30 P.S.T.

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... AGAINST HEAT ... AGAINST COLD

THERE'S A SENSATIONAL NEW OLDS IN THE LOW PRICE FIELD!



NEW SIXTY

ALSO - ANOTHER NEW OLDS SIX AND A GREAT NEW EIGHT AT REDUCED PRICES!

STAND-OUT car for '39 is the grand-looking, fast-stepping Oldsmobile "Sixty"—America's newest low-priced car. Standouts, too, are the new "Seventy" and "Eighty"—stunning new editions of the popular

Oldsmobile Six and Eight, both offered at reduced prices. See these big, safe, all-quality cars. Try their amazing Rhythmic Ride. You'll find that for style appeal, ride appeal and price appeal—*this year it's Oldsmobile!*



NEW EIGHTY

"YOU OUGHT TO OWN AN OLDS!"

AMERICA'S NEWEST LOW-PRICED CAR

ALL FEATURING THE REVOLUTIONARY

RHYTHMIC RIDE

BASED ON

1. QUADRI-COIL SPRINGING
2. 4-WAY STABILIZATION
3. KNEE-ACTION WHEELS

THESE FEATURES ARE SHOWN IN BLACK IN THE OLDSMOBILE CHASSIS BELOW.

IT TAKES ALL THREE TO GIVE YOU THE RHYTHMIC RIDE, AVAILABLE ONLY IN OLDS.



NEW SEVENTY



SIR JAMES JEANS PAINTED THIS SCENE OF THE END OF THE WORLD WHEN THE MOON EXPLODES



KING KONG STRADDLES EMPIRE STATE BUILDING

SPEAKING OF PICTURES . . .

THIS SKETCH OF LONDON'S PROPOSED BALLOON BARRAGE IS AS SCARY AS AN H. G. WELLS FANTASY



It all began in the last century when imaginative scientists let their minds play with subjects like *Life on Mars* and *The End of the World*. Jules Verne prepared the way with his *From the Earth to the Moon* and about 1895, Science found its great popularizer in H. G. Wells. When Wells was 28 he wrote *The Time Machine*. When he was 66 he wrote *The Shape of Things to Come* which was made into a movie filled with space guns and peace gas.

Real scientists did their part. A few years ago Sir James Jeans, one of the great names of modern science, was found, brush in hand, painting the lurid scene at top left. It illustrates Jeans's theory of how the world may end when the moon slows down. Drawn closer and closer to the earth, the moon suddenly bursts into a thousand fragments and the explosion lays waste the earth.

After men like Wells and Jeans came a horde of writers, journalists, cartoonists and movie producers eager to capitalize on the scientific terror. Martians, rocket ships and death rays sold newspapers and magazines. Buck Rogers and Flash Gordon became two of the nation's most popular comic strips. Crowds flocked to movies like *Frankenstein*, *The Lost World* and the greatest of all such scary productions, *King Kong*, in which a mammoth gorilla from a lost continent terrifies New York.

In recent months the public appetite for modernistic terror has been greatly increased by the actual sights of a world near war. Nations in gas masks and balloon barrages over London lend new interest to space ships and disintegrator rays. *Dracula*, *Frankenstein* and *Things to Come* (see p. 5) are being revived. Both Buck Rogers and Flash Gordon are appearing in movie serials. Last week a young man named Orson Welles, who has had a year of success as a radio frightener of children, sensed this new appetite for horror and put on an ultra-realistic play about giants from Mars invading the U. S. At Grover's Mills, N. J., old Bill Dock took down his rifle (see opposite page) and got ready, behind a pile of grain sacks, to repel the invading Martians.



BATS DOWN MACHINE-GUNNING ARMY PLANES



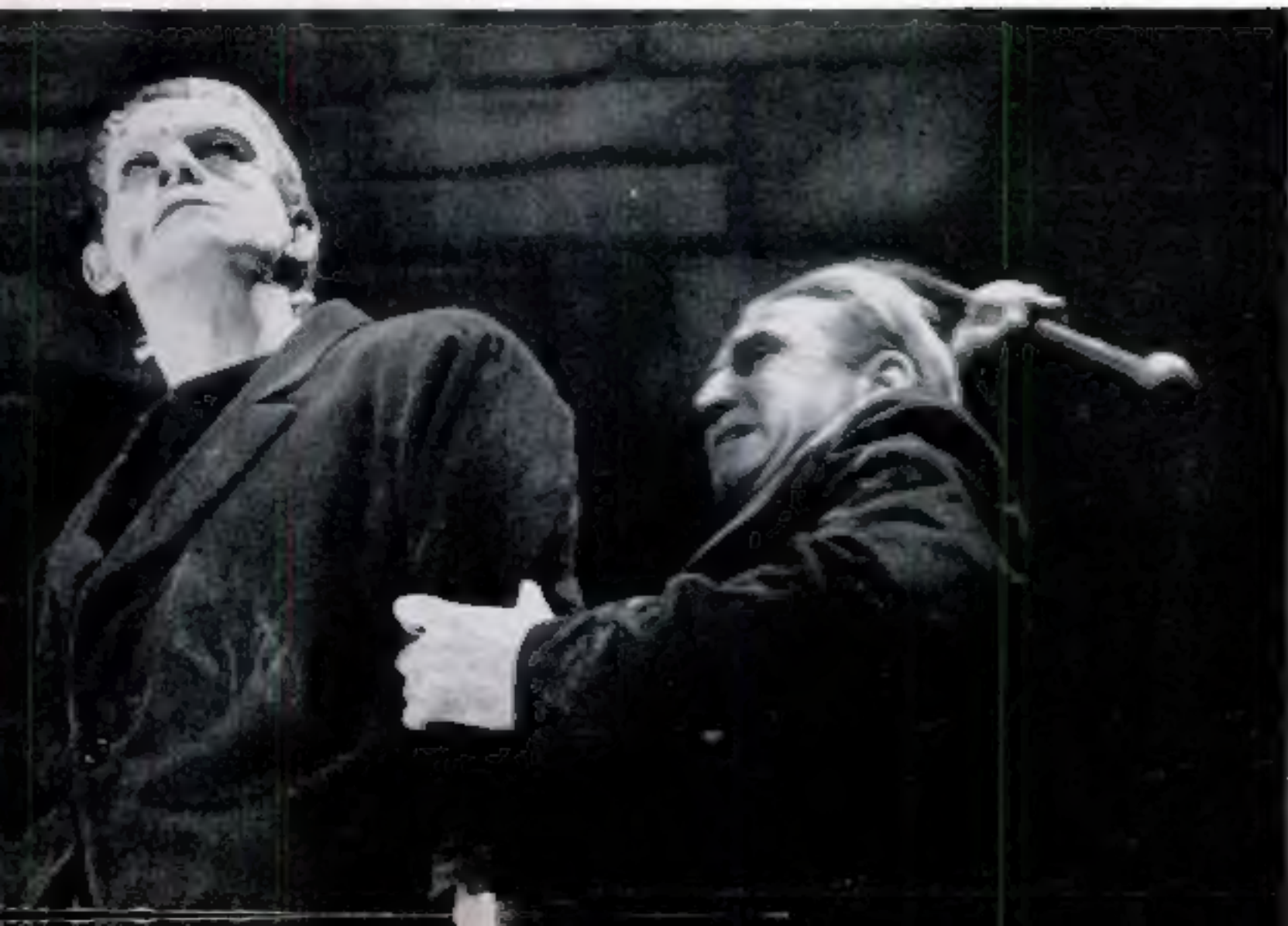
STRANGE LITTLE MEN WITH SHINY EYES ROAMED THE OCEAN FLOOR IN "THE MYSTERIOUS ISLAND"

... THIS TERROR HAS BOX OFFICE

IN "MARS ATTACKS THE WORLD" A MARTIAN FIGHTS FLASH GORDON ON A STRATO-SLED



IN "FRANKENSTEIN" THE MONSTER WAS BUILT IN A LABORATORY AND BROUGHT TO LIFE



BILL DOCK, NEW JERSEY FARMER, WAS READY TO SHOOT INVADING "MARTIANS"



Francois Villon comes to LIFE...



Swords clang in the night, the thrilling clash of steel on steel sets hearts pounding, and the loveliest ladies in all Paris toss their willing hearts at the feet of that gallant lover, that prince of poets, that laughing vagabond—Francois Villon, Master of Hearts. For Ronald Colman plays the dashing Francois as only he can play such a role—for Frank Lloyd, maker of "Mutiny on the Bounty" and "Wells Fargo," is bringing to the screen a romance such as only Hollywood's ace director can make!



Huguette Gets Wise — Huguette (Ellen Drew), mascot of those Paris scapegraces, "The Cockleshells," finds Francois' love-making hard to believe.



Fair Words Win Fair Lady—Francois (Ronald Colman) swears allegiance to a new love (Frances Dee) in true Villon style with a brave ballade!

Adolph Zukor presents

Ronald Colman

in Frank Lloyd's

"IF I WERE KING"

with Frances Dee • Basil Rathbone

Ellen Drew • C. V. France • Henry Wilcoxon

Produced and Directed by FRANK LLOYD • Screen Play by Preston Sturges • From the Play by Justin Huntly McCarthy

A PARAMOUNT PICTURE

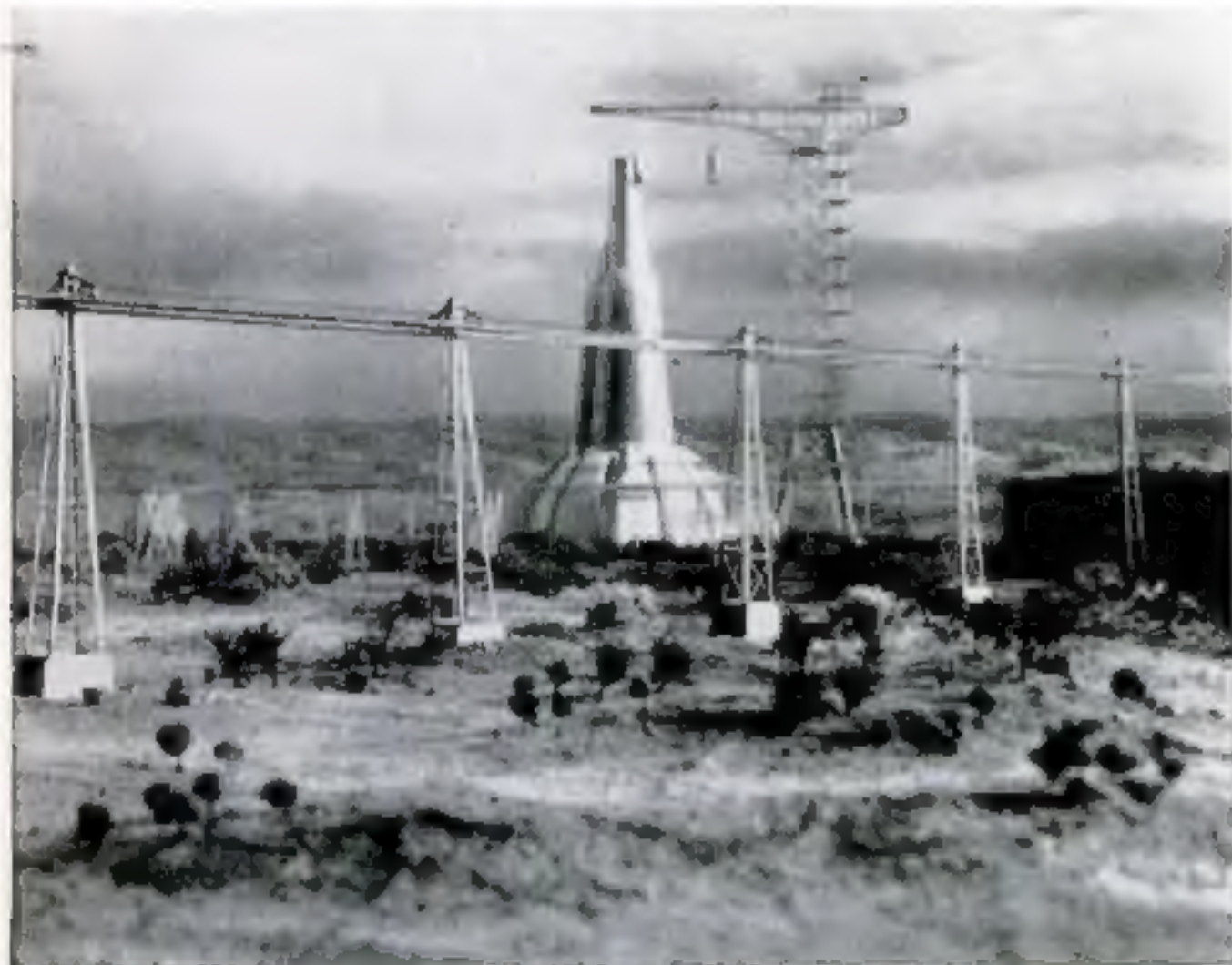
SPEAKING OF PICTURES

(continued)

In *Things to Come*, H. G. Wells imagines that civilization is wiped out by a world war beginning in 1940. After a century of horror, scientists built a brave new world, filled with shiny modernistic machines. As a movie, *Things to Come* played in the U. S. two years ago, is now being revived.



SCIENCE'S AMBASSADOR COMES TO MAKE EVERYTOWN SUPER-CIVILIZED



A GIANT SPACE GUN IS BUILT TO SHOOT PASSENGERS TO THE MOON



WORLD PRESIDENT'S DAUGHTER AND FRIEND MAKE THE FIRST TRIP

Here's the last word in coffee
Freshness!

Only **\$9.75** delivered in U.S.A. (slightly higher in Canada)

Keep your bean coffee supply in this transparent container

You always know when you're running low

Grind regulator... red

Beautiful ivory base

GRIND IT AS YOU MAKE IT
ALL THE FLAVOR GOES INTO YOUR CUP



KITCHENAID Coffee Mill FOR THE HOME

WHY BUY A COFFEE MILL?

COFFEE FLAVOR depends wholly upon delicate vegetable oils, which are sealed in the roasted coffee bean. Highly evaporative, they begin to escape as soon as COFFEE IS GROUND—and this applies to pre-ground, packed brands. Consequently, the quicker you use it after grinding, the better—even an hour makes a difference. "Freshly roasted" means little unless **FRESHLY GROUND**. The KitchenAid Coffee Mill virtually "grinds coffee into your coffee pot", **INSTANT FRESH**.

- 1 Your grocer carries highest quality coffee in the bean, and will recommend a blend to suit your taste.
- 2 The roasted coffee bean seals in flavor-giving vegetable oils until ground.
- 3 "Grind it as you make it"—all the flavor of fresh coffee goes into your cup.

The Electric Mixer that DOES IT ALL!

Kitchen Aid Household Mixer is sufficiently sturdy for any stiff mixing, beating or kneading—yet swift and economical for a hundred lighter tasks. More than an ordinary food mixer. Can be purchased as low as \$3 a month.

IF YOUR DEALER IS NOT YET STOCKED, CONSULT YOUR TELEPHONE DIRECTORY FOR "HOBART," OR MAIL COUPON BELOW

The Hobart Mfg. Co., 1711 Penn. Av., Troy, O.
☐ Please ship Mill (Check for \$9.75 enclosed).
☐ Please ship Mill C. O. D.
☐ Literature on Coffee Mill.
☐ Information on Household Mixer.

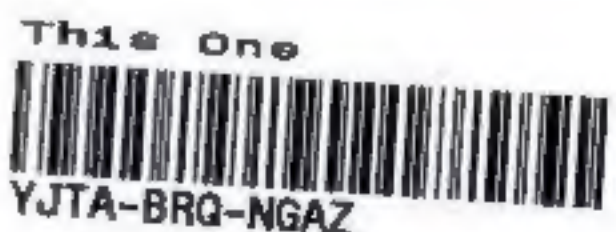
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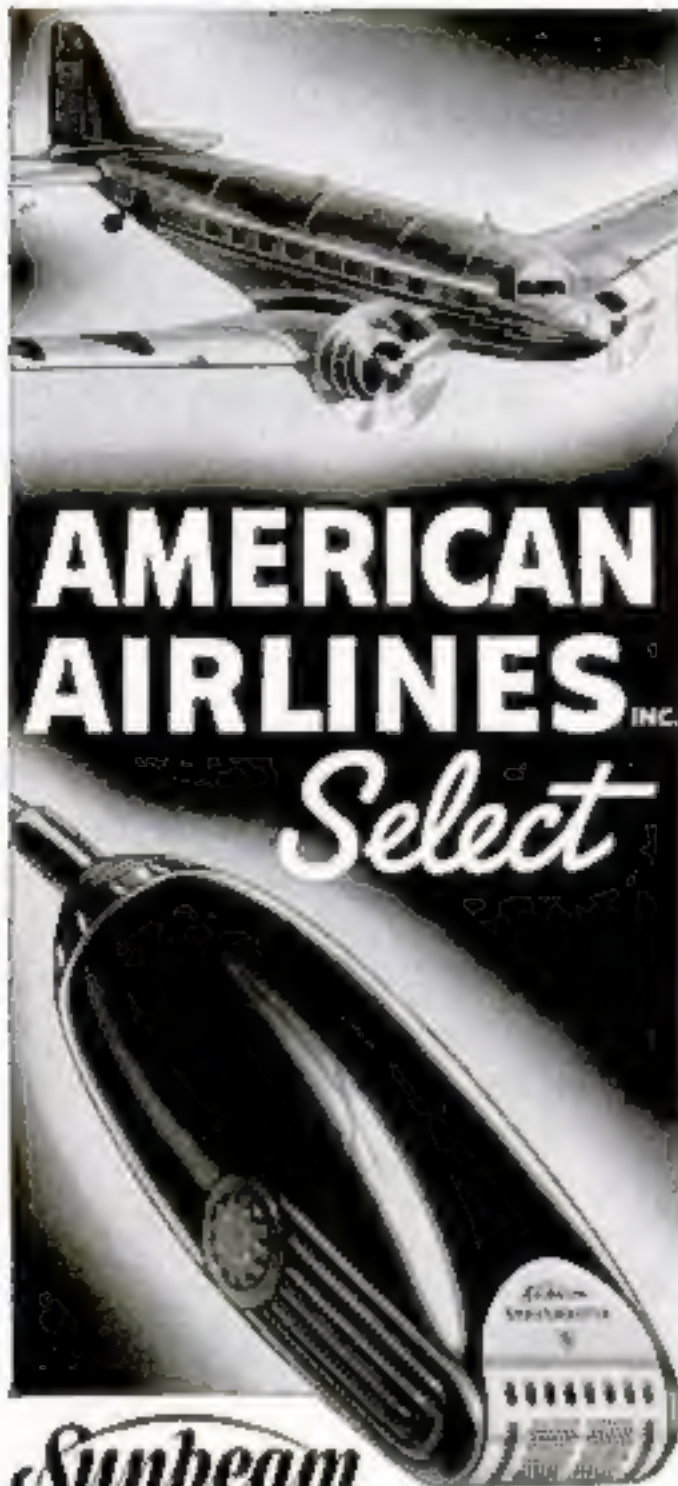
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HOBART Showrooms and Service Headquarters are located in all principal cities. There are about 200 in the U. S. alone. HOBART Electric Coffee Mills, Meat Choppers and Slicers, Computing Scales, Food Mixers, Peelers, Dish and Glasswashers are to be found in the better Food Stores, Bakeries, Restaurants, Hotels, Schools, Institutions and Steamships of the entire world.

Experienced Salesmen are invited to write Salesmanager.





**AMERICAN
AIRLINES INC.**
Select

**Sunbeam
SHAVEMASTER**
FOR STANDARD EQUIPMENT
ON THEIR

Flagships

Only the most dependable and efficient equipment goes into the great fleet of "Flagship" planes in the service of the American Airlines Inc. It is only natural, then, that their engineers and supervisors should have selected Sunbeam Shavemaster as the finest in electric shavers. This recent selection was the result of exhaustive tests in their own laboratories and provides you with additional assurance that when you buy Shavemaster you are getting the TOPS in electric shavers.



By the makers of MIXMASTER, IRONMASTER, COFFEE-MASTER, SILENT AUTOMATIC TOASTER, CLIPMASTER

LETTERS TO THE EDITORS

Senator Lodge

Sirs:

Had Senator Lodge's military training equaled his political bringing up he would not have emulated a taxi-driver in the wearing of his cap (LIFE, Oct. 31, 1938), known that it is worn squarely on the pate. He would have known that a collar pin forms no part of his uniform, and that his tailor let him down when he sewed the divisional insignia more than half an inch below the seam.

C. DAMER MCKENRICK
Baltimore, Md.

● Day after his picture appeared in LIFE Massachusetts papers got excited about a Lodge-for-President boomlet.—ED.

Ohio State "Wrestling"

Sirs:

The picture of a vulgar "necking" scene which you published under Speaking of Pictures in your Oct. 31 issue and which you have the insolence to repeat in the following number is simply disgusting. If this is the sort of thing allowed in fraternity houses, I certainly shall never allow my son to join one of them.

MRS. ANNA TINKER
Baltimore, Md.

Sirs:

Hurray for the acceleration of mass learning by mass loving! Hurray for the loyal alumni of dear old Tau Kappa Epsilon, for providing the house with such sturdy sofas! And hurray for their complacent house mother! Does she occupy an out-of-range sofa, or has she crawled under one to escape all that "down-to-earth" emotion.

Felicitations to the pictured co-ed that she is no dependent of mine. Otherwise that little derriere so fetchingly covered by the camera would be warmed by a bed slat.

Seriously though, dear LIFE, that picture will serve one worthy purpose. It should be a vast solace to the multitude of heart-burning youth for whom the current price of academic culture has made it unobtainable. It will suggest that the social advantages, at least as enjoyed on one great campus, may be duplicated or even surpassed on almost any street corner at a mere fraction of the outlay.

MRS. ROBERT SWINTZ
South Bend, Ind.

Sirs:

I clipped your picture of the Ohio State University couple showing "down-to-earth" emotions. When I boasted in a moment of rashness that Tau Kappa Epsilon was MY fraternity a young woman said, "YOU WOULD belong to a fraternity like that."

DONN HENRY THOMAS
Associate Editor
Michigan Police Journal
Detroit, Mich.

● It is well known that all fraternity houses are ably chaperoned by house

mothers. During Rush Week, however, members may indulge in a little necking to impress photographers and freshmen.—ED.

Alice the Goon

Sirs:

It struck me as quite an oversight that neither your obituary of Segar, the creator of Popeye (LIFE, Oct. 24), nor those in the local press, mentioned what will perhaps be his most lasting achievement—to wit, the addition of a new word to the American language.

Give up? The word is "Goon."

Alice the Goon first appeared in Segar's Sunday cartoon about five years ago. Since then the word has been adopted by



Alice the Goon

Labor, become a standby for headline-writers, and has appeared in the opinions of dignified courts. It's sure to appear in the next dictionaries.

JOHN W. WILLIS
Los Angeles, Calif.

● The word "Goon" was first popularized by college students who used it to mean any stupid person. Labor union lingo has given it a second meaning: a tough or thug. Rival unions and factions speak of one another's "Goon Squads."—ED.

Rival Dog-Feeder

Sirs:

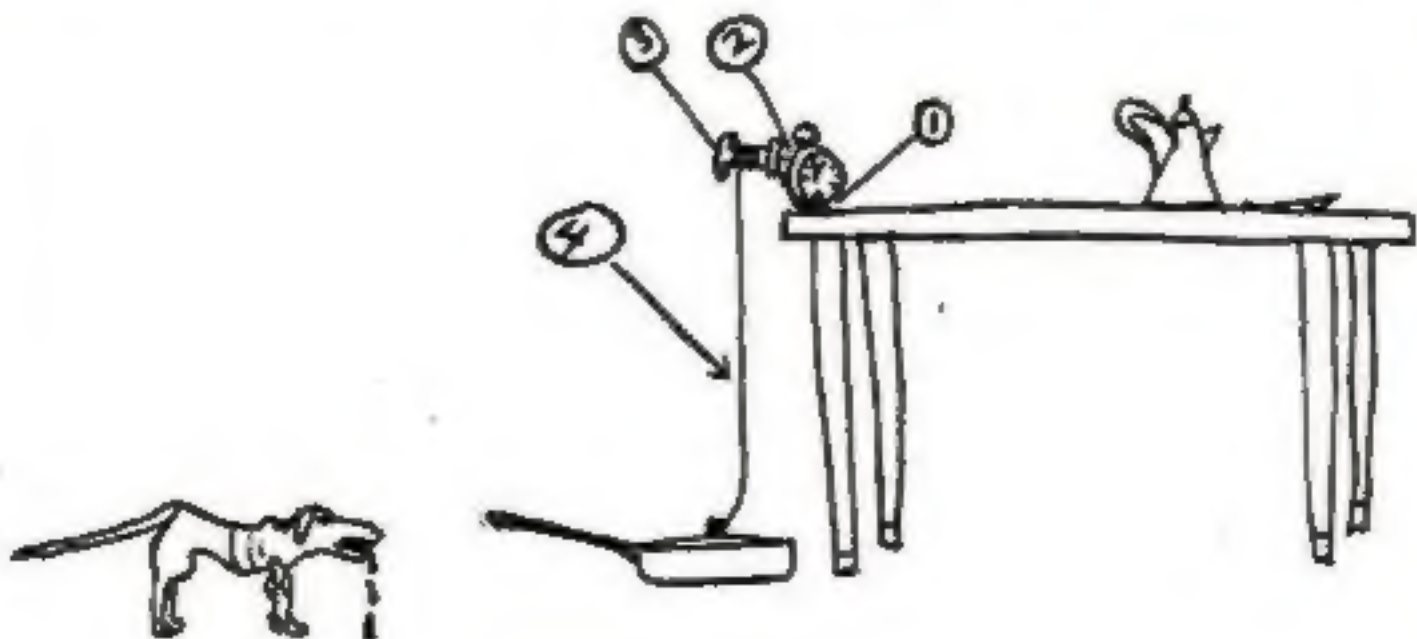
Seeing the picture of your automatic "dog-feeder" (Oct. 31) made me laugh. Enclosed is a diagram of my hound-feeder (for unimaginative dogs only).

I have been feeding my hounds with this contraption every day at noon for three years. Neither of them have the initiative or foresight to take the lid off the pan before noon. When the old dogs learn new tricks, I'll buy one of Mr. Shirey's fancy feeders.

Here is how mine works: (1) Fasten old-fashioned alarm-clock to kitchen table. Fasten spool (3) to "Alarm" key (2). (4) Tie string from spool to top of pan. Wind and set the alarm. When alarm goes off spool winds up string, lifting top off pan.

WARREN SIBLEY
Harlingen, Tex.

● Reader Sibley's dog-feeder is ingenious but the mechanism shown in LIFE



SIBLEY DOG-FEEDER



**UNITED
AIR LINES**
Select

**Sunbeam
SHAVEMASTER**
FOR STANDARD EQUIPMENT
ON THEIR

Mainliners

As you travel in the luxury and comfort of a "Mainliner" sleeper or skylounge, cruising three miles a minute, two miles above the ground, you can enjoy the smooth, dependable shaving efficiency of a Sunbeam Shavemaster. United Air Lines wanted the finest in electric shavers for their planes. Their recent choice, after a thorough examination of all electric shavers, was Sunbeam Shavemaster—"An installation," they state, "that we know will be highly acceptable to the discriminating patrons of United Air Lines." You, too, will confirm the judgment of this great air line when you try Shavemaster. It's the one that gets down to business and does a job—right now!

THE "INSIDE STORY"

- ★ The **ONLY** electric shaver by a manufacturer qualified by nearly 50 years' successful experience in BOTH the hair clipping and electric appliance industries.
- ★ The **ONLY** electric shaver with a powerful, brush-type, series-wound, self-starting Universal motor.
- ★ The **ONLY** electric shaver with a lightning-fast, single-cutter that oscillates in an arc inside a comfortable, smooth shaving head.
- ★ The **ONLY** electric shaver with a shaving head shaped to comfortably fit every contour of the face, and screened to pick up the beard the way it grows.
- ★ The **ONLY** electric shaver with a shaving head screened not only to shave the short beard, but also to pick up early hairs that often cling close to the neck.

CHICAGO FLEXIBLE SHAFT COMPANY, 5485 W. Roosevelt Rd., Chicago, Ill. 49 Years Making Quality Products

was designed to replace just such Rube Goldberg contraptions. It opens automatically, like Mr. Sibley's and requires no special initiative or foresight on the dog's part.—ED.

Insane Art

Sirs:

If your painting by a neurotic at the bottom of page 27 of the October 24th LIFE is "a skilful portrait, a straight-



NEUROTIC'S PORTRAIT

forward work" . . . and "shows decided talent," several of us down here will jointly eat our hats. Miss Elizabeth Guthrie of our art staff and I, together with a flock of students, spent the afternoon ransacking our files to find for you the enclosed portrait of Madame Cézanne in the Clark collection from which your neurotic's painting was obviously copied.

It is all there, even though several new details have been added: flowers and butterflies and buttons and lace on the mitts. But on the whole I should say (knowing nothing about psychiatry) that the artist showed her "sense of guilt and insecurity" less by the "meticulously finished background" (which after all may have been borrowed from Matisse) than by the fact that she needed to rely upon the work of another at all.

Incidentally, a hearty congratulation to your art editor. We find your art sections and those of TIME more intriguing and vital than most of the material we get in regular art periodicals.

CHARLES LE CLAIR, Head
Department of Art
University of Alabama
University, Ala.

● LIFE sent Professor Le Clair's letter to the WPA Art Project, which sponsored the exhibit, received the following reply:

Sirs:

The Bellevue painting definitely was done without a model (either living or reproduction) and no suggestion of subject matter or treatment was offered by the teacher. Therefore, any resemblance it may have to Cézanne's painting is either subconscious or accidental.

However, the important point about the Bellevue painting is the psychiatric evidence that the meticulous treatment of background revealed an "underlying but concealed sense of guilt and insecurity" on the part of the patient—a fact which naturally was checked with other data in the medical record. (Incidentally, this feature is lacking from the Cézanne portrait.)

The work of the project at the hospital is primarily medical—it meets the standards of Bellevue rather than the Metropolitan.

RALPH HARTELL
Works Progress Administration
Federal Project No. 1
New York, N. Y.

Spencerian (or Doodle) Swan

Sirs:

So a manic depressive had a moment of high elation when he drew a swan all in one stroke (LIFE, Oct. 24)? And sane artists envy its fluid composition? Start at the beak and round out the breast with a few twirls for the tail and you will accomplish the same thing yourself just as I did, and we aren't crazy either—I hope.

In fact it's an old lesson from those



CÉZANNE'S PORTRAIT

Spencerian artists who loved their frills and shaded letterings. My mother taught it to me.

EVA FORTIER
Minneapolis, Minn.



Sirs:

The picture of the swan does not impress me as being the outlet of a poor sick mind. It's a doodle picture. I've seen it dozens of times on telephone pads and what not. When the patient was asked to draw something, probably he automatically drew the same old thing that had amused all the children he knew and that he had used in better days when he had weighty problems to unravel.

ALICE C. CONGER
Ridgewood, N. J.

Aida for Suez

Sirs:

In LIFE of Oct. 24, you stated that Verdi's opera Aida was performed for the first time to commemorate the opening of the Suez Canal in 1869. This is not entirely correct.

Ismail Pasha of Egypt, wishing to celebrate the opening of the canal with a bang, had asked Verdi to compose an opera which would depict the glory and power of ancient Egypt. Verdi had written many operas and was tired. He was a success and wanted a little rest, so he refused. So persistent was Pasha that at last he asked Verdi to name his own price. The Italian composer thought that if he named a tremendous sum the Pasha would refuse and he would be left alone. He was stunned when this haughty prince accepted and he reluctantly set to work. By the way the price agreed upon was \$40,000.

While this opera was written to celebrate the opening of the Suez Canal, it was first performed in Cairo Dec. 24, 1871, two years later.

LOUIS ROSA
Providence, R. I.

● As LIFE said, and as Mr. Rosa elaborates, Aida commemorated the Canal opening though it was not performed until two years later.—ED.



Second prize: \$1,000.00; Third prize: \$500.00. And 75 other cash prizes of \$10.00 and \$5.00! So easy even a child can win. Contest closes December 10, 1938. Get in today!

● Who will give this cute little Cocker Spaniel puppy a name? He's coffee-brown and white, with the softest, silkiest coat you've ever touched. And so eager for frolic and fun it's hard to keep him still a minute!

To the person who sends in the most suitable name, Swift & Company will award \$5,000.00 in cash! The second best name will win \$1,000.00 in cash; the third best name \$500.00 in cash. And there are 75 cash prizes of \$10.00 and \$5.00!

Anyone (except employees of Swift & Company, their families, and their advertising agents) may enter this easy contest. Your nearest Pard dealer will give you a free entry blank. Submit as many names for the puppy as you wish, and send in a label (or reasonably

exact facsimile) from a can of Pard Dog Food for each name you suggest. In buying Pard, remember that it is the scientifically balanced dog food that many veterinarians recommend to correct dog illnesses caused by hit-or-miss feeding . . . and to maintain dogs in glorious health!

Enter this simple contest today! All entries must be postmarked before midnight, December 10, 1938.

TIPS ON
WINNING

He's about 6 weeks old—the 3rd generation in a Cocker Spaniel family raised exclusively on Pard at Swift & Company's Experimental Kennels. Not one of his Pard-fed family has ever had a sick day due to digestive disorders!



GET A FREE ENTRY BLANK FROM YOUR PARD DEALER! Look for the Pard Puppy-Naming Contest Display in his Store!

...SWIFT'S
SCIENTIFICALLY
BALANCED
DOG FOOD



SOME MEN SHOULD NOT DRINK

If you seek the advice of your physician on the subject of liquor, he will give you a sound answer based on the experience of the medical profession and his knowledge of your own particular case.

He may even tell you that you should not drink at all. He will always advise you to be moderate.

He will tell you that over-indulgence—no matter what form it takes—over-eating, lack of sleep, too strenuous

exercise, or intemperate drinking is not good for you.

You can rely upon your physician as a friend whose advice can be trusted on all matters that pertain to your physical well-being.

The House of Seagram subscribes whole-heartedly to the attitude which the physicians of America are taking toward the use of liquor. If the question is puzzling you, we say: "Let your physician decide."

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Vol. 5, No. 20

LIFE

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November 14, 1938

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LIFE'S COVER: On this week's cover is Brenda Diana Duff Frazier who filled magnificently the role of Chairman of the Debutante Committee for the Velvet Ball (see p. 39). She has become the most publicized debutante in New York, though she will not actually make her debut until Dec. 27. This week her mother, Mrs. Frederick N. Watrous, worried at the amount of publicity Brenda has been receiving, rushed her daughter south to visit her grandmother in Nassau. Implacable reporters looked forward to pictures of Brenda in a bathing suit.

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"How they stretch!" marveled Sandy McNair,
"I think I'll buy Eva a pair!"
What the Scot bought were those
Kayser "Fit-All-Top" hose—
They're sheer but they wear and they wear!

YOU'LL never, never be satisfied with ordinary hosiery once you've worn Kayser's famous Fit-All-Tops*! They look so alluringly sheer—you'd never guess how they can "take it"! Their magic's in the specially constructed tops and the extremely flexible Kay-Twist** silk. Choice of threads and colors. Made in U. S. A. . . . \$1.00

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IT MAY carry the salty twang of New England or the soft accents of the South.

It may be swift and crisp in the New York manner or full of the pleasant rolling r's of the West.

But wherever you hear it, it will be friendly, courteous, and efficient.

It's the all-American voice of the Bell Telephone operator—"The Voice with a Smile."

The entire Bell System seeks to serve you quickly, capably and in the spirit of a friend.



SOUTH



EAST



WEST



BELL TELEPHONE SYSTEM



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SOLDIERS GET BELOVED BATH ON A TROOP TRANSPORT

THE FIRST HUMAN PICTURE REPORT ON THE JAPANESE MAN CONQUERING CHINA



PHOTOGRAPHER NATORI IN DUGOUT

The camera is a Western gadget that has long delighted the Japanese. But of all the Japanese clicking cameras at the scenery probably the best is Younosuki Natori, a handsome, smiling, relaxed little man of 28, son of a great textile magnate, publisher of the fine Japanese picture magazine, *Nippon*. He has a beautiful Prussian wife with whom he talks in German. Natori has followed Japan's Army up the Yangtze as an official photographer. He marched and camped with the men, squatted in front-line dugouts (left), saw and photographed his friends getting shot (see next page), flung himself to cover at the sudden *da-da-da* of machine-gun fire. What he has sent back is the first human record of the Japanese Army in the field that has yet come out of China.

Strangely little intimate human information about these little yellow men has been permitted to seep out of China. Only lately has the world begun to learn how the Japanese soldier is reacting to China and to the terrible tension that only the fear of death can give. His overwhelming reaction to China is that it is dirty. Away from rivers, his chief problem is water. The Chinese does not drink raw water, always

boils it with a little tea. But the thirsty Japanese often drinks from creeks filled with corpses, if he sees a live fish swimming in the water. He is inoculated against typhoid but the cholera and dysentery get him. He cannot get his wonderful Japanese hot soak. Sometimes, as on the troop transport (top, right), he gets a cold shower.

Notice the two soldiers (top, left) smoking in front of their tent. They are in a cavalry rest camp behind the lines, drying out their gear. They wear the separate-toed *tabi* socks, ideal for going through mud. Visible are cavalry boots on bamboo sticks, gas mask, canteen, three helmets, axe, cartridge-box straps, bottle and a coat with a sergeant's three stars. The mess of this tent would be a disgrace in any first-class Army, even in a temporary camp.

From a mass of such little facts, military observers are beginning to form a suspicion that is of incalculable importance. It is that a great many units of the Japanese Army have suffered an amazing slackening of discipline and morale, that given a hard blow, the Army would be in grave danger of serious collapse. For the facts of the case, turn to p. 62.

A JAPANESE OFFICER GETS SHOT IN ACTION



The officer who got shot (right) slept beside a private—an unheard-of intimacy in any Western army. In the morning, Photographer Natori followed him into battle.



The position. Beyond are the Chinese, at the foot of the mountain. Another Japanese officer is seen the gloves drying on stick—squats outside his observation post. The rifle is Arisaka 1907 model.



Doomed officer (left) crouches out in warren road, some way behind Natori's position to observe the enemy. A moment later a burst of machine-gun fire sweeps to strike road (see opposite page).

A beautiful picture of Japanese soldiers marching up. But to military experts, this is an object lesson in straggling. Fewer than a third of these marchers will arrive together at their position.



This group of eight men is the basis of modern fighting—a light machine-gun squad led by a corporal. They are good troops, in line shape, waiting under cover before advancing.





A Japanese officer falls, hit by a dozen machine-gun bullets in the arms and legs, is dragged to safety by a brave comrade, while Photographer Natori courageously pokes out his camera.



A squad charges out of the sunken road shown in the photograph at left toward Chinese positions. In the left foreground is the light-machine-gun carrier. These are crack troops.

House-to-house fighting should never be done this way. These Japanese soldiers are perfect marks for any sharpshooters beyond.



Advance under fire. Note that the running, stooping men spread out and keep off the high ground of the path, take

advantage of the cover beside the path. Two men await their turn. In the woods behind them is a whole patrol.



SOLDIERS VANISH INTO A CHINESE HILLSIDE



TWO PICTURES SHOW HOW MEN STAY ALIVE IN WAR

This extraordinary pair of pictures shows how men stay alive in a war. The advancing Japanese had stopped on a pleasant hillside near some shallow, abandoned Chinese trenches. LIFE's Photographer Natori took their picture (*above*). Suddenly a Chinese machine-gunner who had worked himself into position opened fire. At the first burst the Japanese jumped for cover. Most of them found it in the shallow trenches. Natori ran back, took cover behind a hummock and snapped the picture at right. A few men can still be made out but to an enemy machine-gunner the hillside looks empty.

Since they are on the offensive, the Japanese have naturally suffered far greater casualties by machine-gun fire than have the Chinese. Poorly equipped at first, the Chinese have managed to acquire good supplies of machine guns, to train able and enterprising machine-gun squads. Of the total damage done by the Japanese to the Chinese armies, only 1% has been done by machine-guns, rifles and airplane-strafting combined. Bombs account for 19%. The other 80% of the damage has been done by artillery in which Japan completely overpowers China.

Close behind the men shown above come the Japanese artillerymen, advancing far more recklessly than they would in any other modern army. The casualties among artillerymen have reached the astonishing total of 25%, as against only 3% in the World War.



A CHINESE FORT IS OCCUPIED



Flying over enemy country, Natori photographs one of the ancient square "fortresses" used by oldtime war lords. Only a fool would defend such a perfect artillery target today.



After capture, the fortress is used for a Japanese observation post, as supply wagons ply the curving road leading up to it. Beyond the ridge are the stubbornly retreating Chinese.



Old fortress is plastered, over the door, with a half-erased picture of Chinese Generalissimo Chiang Kai-shek and Chinese slogans, "Revive the Race," "Recapture Lost Lands."



Inside the fortress a Japanese soldier uses his binoculars on the Chinese countryside, full of perfect cover for retreating machine-gunners. The sign is 1936 Chinese military order.



Countryside like this spreads out below the Chinese fortress. The characters on the walls were once Chinese exhortations to fight, are now partly chipped off by the conquerors.

CONTINUED ON NEXT PAGE



Beside the Yangtze, supply ship in rear; officers with samurai swords pose in graves of a Major and two privates. (Left) and 25 privates (right). Japanese notes on burial in China (by a soldier's side).



Cavalry mount is hoisted from a transport. Note: English word of Quartermaster Corps. (Left) horses have extremely early baggage horses (after Chinese) and (right) horses (after Chinese) and (right) horses (after Chinese).



Cheerful cook's helper poses with tray of *Dango* (stuffed pancake). The regular wartime diet remains an amazingly small amount of rice and fish plus occasional green vegetables, dried or canned, and Japanese beer. At top, a wounded Japanese is helped by two comrades to an army-made footbridge.



Food for the armies. These boxes are marked as containing cabbage, dried vegetables and the famed "thousand-times-cut" turnip, eaten pickled, a great favorite. Raw turnips are good for relieving thirst.



Very few Chinese men are to be seen in these two pictures of Chinese peasants who fled before the Japanese and are now "encouraged to return" to their homes by the conquerors. Notice that, in both groups, they have somehow

kept their cattle, a noteworthy feat. The Japanese Army, however, can buy these with Japanese scrip, good only so long as the Japanese remain. The Japanese soldiers the peasants are watching are a sorry sight. Only a few carry

full equipment. The rest have apparently loaded their packs on the wagons or pack animals, like the soldier in foreground leading a horse. Some of the peasant women in the pictures have bound feet, still a common sight in China.

CONTINUED ON PAGE 62

LIFE ON THE NEWSFRONTS OF THE WORLD

Government keeps after Business; Nazis cuss Roosevelt; a Gould comes out

On Nov. 1, one week before Election Day, the chairman of one of the nation's biggest utilities holding companies—C. E. Groesbeck of Electric Bond & Share—emerged beaming from the White House after a talk with President Roosevelt and declared, "The rapprochement between the Government and the utilities is most heartening." It was Mr. Groesbeck's company which last month opened up the prospect of vast new utilities financing and building by leading off an expected march of holding companies to comply with the Public Utility Act's "death sentence" without court fights. Since then that prospect had been strengthened when leaders of the utility industry got together with the Government's National Defense Power Committee and promised that to insure adequate power supply in case of war, they would expand their facilities to the tune of a possible \$2,000,000,000.



McNINCH

Skeptics who remembered the short-lived rapprochements between Government & utilities in pre-election 1934 and 1936 wanted to see what Government's post-election temper would be. But whatever its temper, one thing was certain: the nation's Government would keep on tampering with the nation's Business for what it conceives to be the People's good. Seldom has the Government been busier at that mission than it was during the hoopla and hurly-burly of the political campaign's closing week.

The President's Emergency Fact-Finding Board brought in its verdict on the debate between railroad Capital and railroad Labor over a proposed 15% wage cut. The verdict: no cut. Threat of a nationwide railroad strike was ended Nov. 4, when executives bowed to this Government ruling—with the expressed understanding that Government would now buckle down and work out a broad-gauge legislative program to save the industry from its woe-plight.



FERGUSON

The SEC broke out a new set of working rules for the New York Stock Exchange designed to prevent a repetition of the case of Richard Whitney. The Federal Communications Commission, chairmanned by nervy Frank R. McNinch, threw a worse scare into the radio industry than Orson Welles's Martians had thrown into gullible radio-listeners (see pp. 58-61) when it threatened to take action because of that incident. Scheduled to begin Nov. 14 was an FCC investigation of radio monopoly.

The Federal Trade Commission, whose chairman is genial, drawing Garland S. Ferguson, cracked down on the pencil industry with charges of a price-fixing conspiracy, published new trade-practice rules for the silk industry.

Mattress-makers were summoned to meet with Secretary of Agriculture Wallace on Nov. 11. He

proposed to launch his new "two-price plan" for farm products (LIFE, Oct. 24) by giving the poor a chance to sleep at cut-rate on surplus cotton.

Struggling to enforce the new Wages & Hours Act throughout the nation's interstate industries, Administrator Andrews announced that the job would take a lot more money than his present \$300,000.



ROSENDAHL

for the sake of U. S. "economic imperialism." Meantime, President Roosevelt sped his defense program. Ordering a complete survey of all Federal-owned lands and plants potentially useful for defense, he revealed that the Government would refit the New Orleans Navy Yard, reopen a Wartime armor-plate factory in West Virginia. Bids for the building of three new battleships were opened in Washington, Nov. 3. (A fourth will be built in a Government Navy Yard.) On Nov. 2, the Navy announced that it will shortly build a dirigible. After the *Shenandoah*, *Akron* and *Macon* disasters, it seemed unlikely that the Navy would ever own another airship. Thanks largely to the persistent plugging of the Navy's No. 1 dirigible man, Commander Charles E. Rosendahl, Congress authorized another try.

Best Truck Driver. Over 3,000,000 men, three times as many as run U. S. railroads, now drive trucks on the nation's highways. At its convention in Detroit, Nov. 2, the American Trucking Associations Inc. held a "rodeo" to pick the best of them. Fifty drivers who had won State elimination contests and been accidentless for the past year had their fingernails, teeth, hair and shoes inspected for neatness, answered a set of oral questions, performed such feats as parking a huge truck-&-trailer with only 4-ft. clearance, backing it into a 10-ft.-wide alley from the "blind" (right) side against time. Winner was Edson Alvin Smith, 32, of Detroit, who has



TRUCK DRIVER SMITH AND TROPHY

Defense & Dirigible. With European criticism of Nazidom virtually silenced, the German press was reported last week to be turning its invective full force on America and Roosevelt, raging about a "brazen attempt" to scare South America with talk of a Nazi invasion and wreck German trade in South America

driven 50,000 miles a year for eleven years with only two minor accidents. He received the title of "World's Best Truck Driver" and a trophy which looked as though he might have posed for it.

Hungary's Share. On Nov. 2, without so much as a by-your-leave to Britain and France, Adolf Hitler, the new master of Central Europe, completed for the time being the partition of Czechoslovakia. In Vienna his Foreign Minister and Benito Mussolini's sliced off and handed to Hungary nearly 3,000 square miles of southern Czech territory, with 860,000 population—about one-third as much as Germany got for her share of the Munich booty.



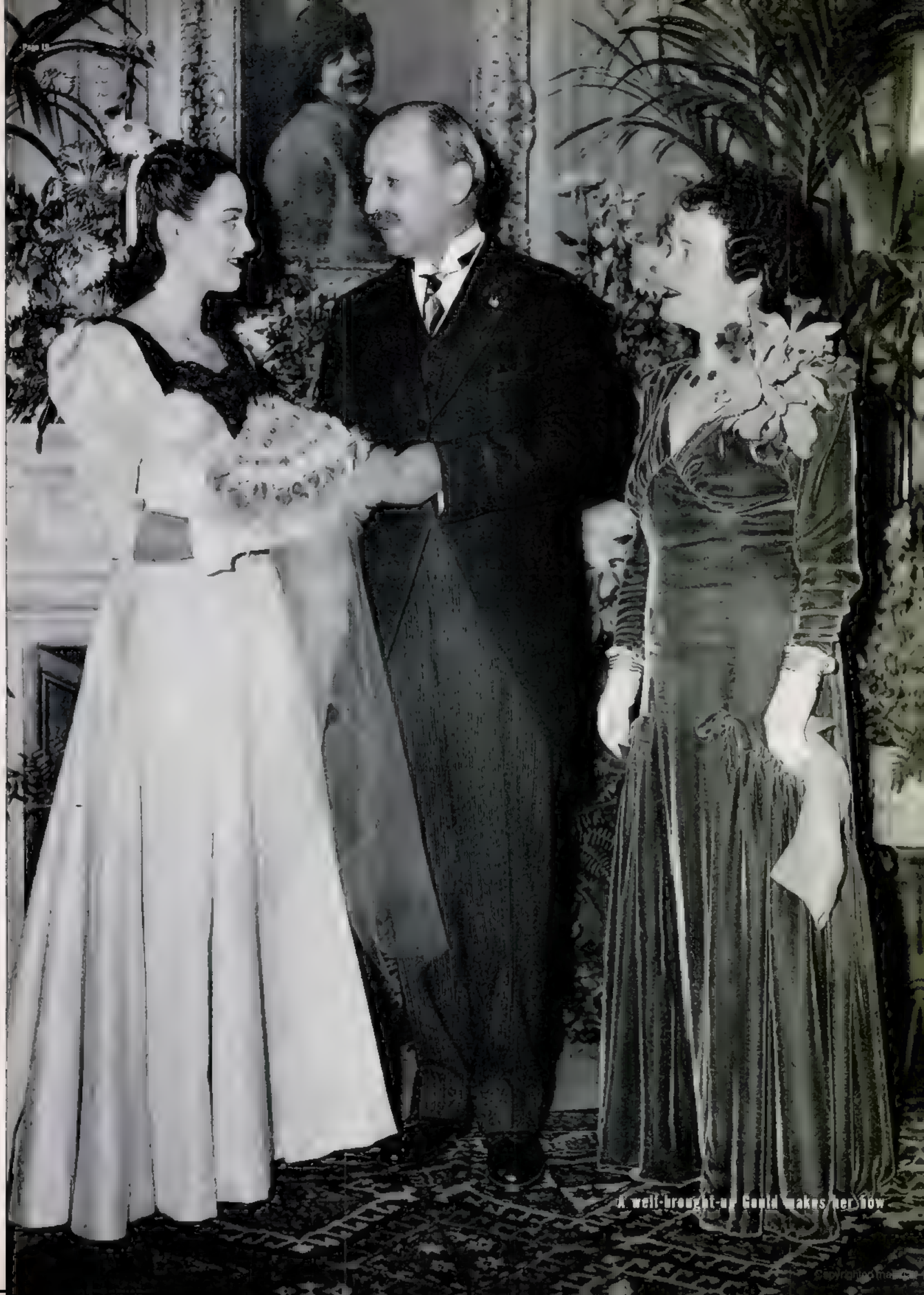
EDDA GÖRING AND PARENTS

Godfather. Christened on Nov. 4 at her father's shooting lodge was 3-month-old Edda Göring, daughter of the No. 2 Nazi. Godfather: Adolf Hitler.

PICTURE OF THE WEEK

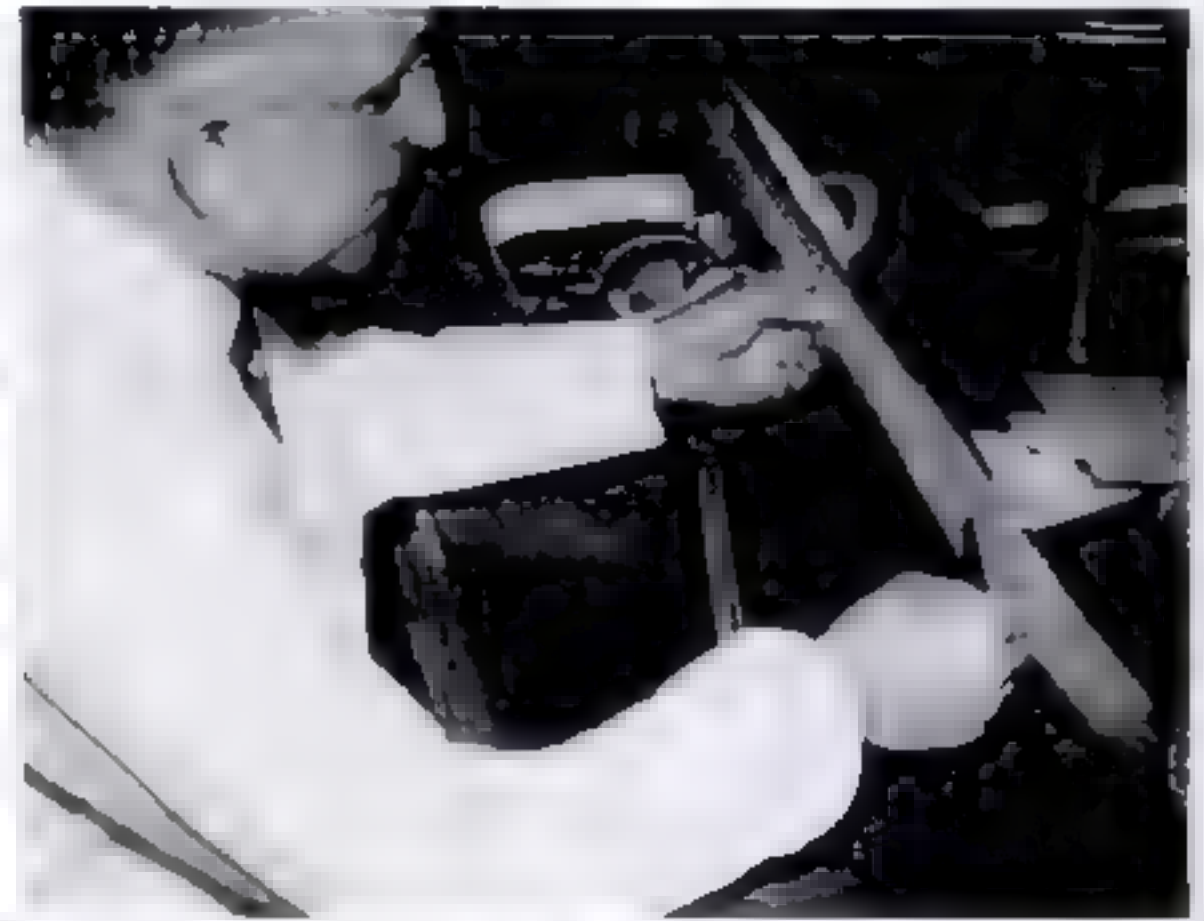
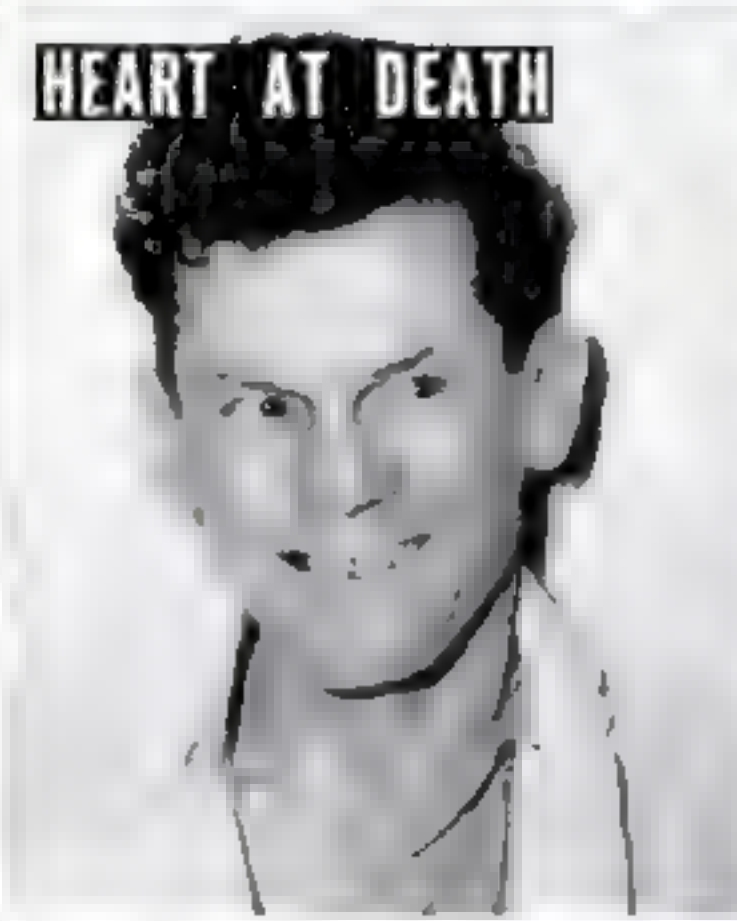
The picture on the opposite page should bring joy to the heart of the dowager Mrs. Vanderbilt. It is old New York society at its queenly best. On Nov. 3, Mr. and Mrs. Kingdon Gould presented to their own select circle their 18-year-old daughter, Edith Kingdon Gould. Here were none of the glamor-girl debutantes who have commercialized most of society (see p. 39), no lady press agents and only a few photographers. Miss Gould was presented not to college boys but to her parents' middle-aged friends. Aristocratic ladies and gentlemen conversed quietly with celebrities of art and letters. Instead of cocktails, they sipped tea and champagne. Instead of a swing band, they listened to a string quartet playing Brahms, and to the debutante's own soprano voice.

The extremely proper Goulds belong to the family whose founder was Jay Gould, most notorious of the "Robber Barons" of 60 years ago. As if to compensate for their ancestor's crude flamboyance, today's Goulds cling to a sedateness which is increasingly rare in 1938 society. In the picture they are standing before a fireplace in their triplex apartment. Mrs. Gould was Annunziata Lucci, Mr. Gould's Italian teacher, before she married him. Edith plays the harp and piano—traditional accomplishments of the well-bred young lady. She is more, however, than a paragon of breeding, for she writes poems and when she was 14 had a respectable book of verse published. After this year's round of parties is over, she plans to go to college, write, and study singing.



A well-brought-up Gault makes her bow

HEART AT DEATH



SITS IN CHAIR

LAST WORDS

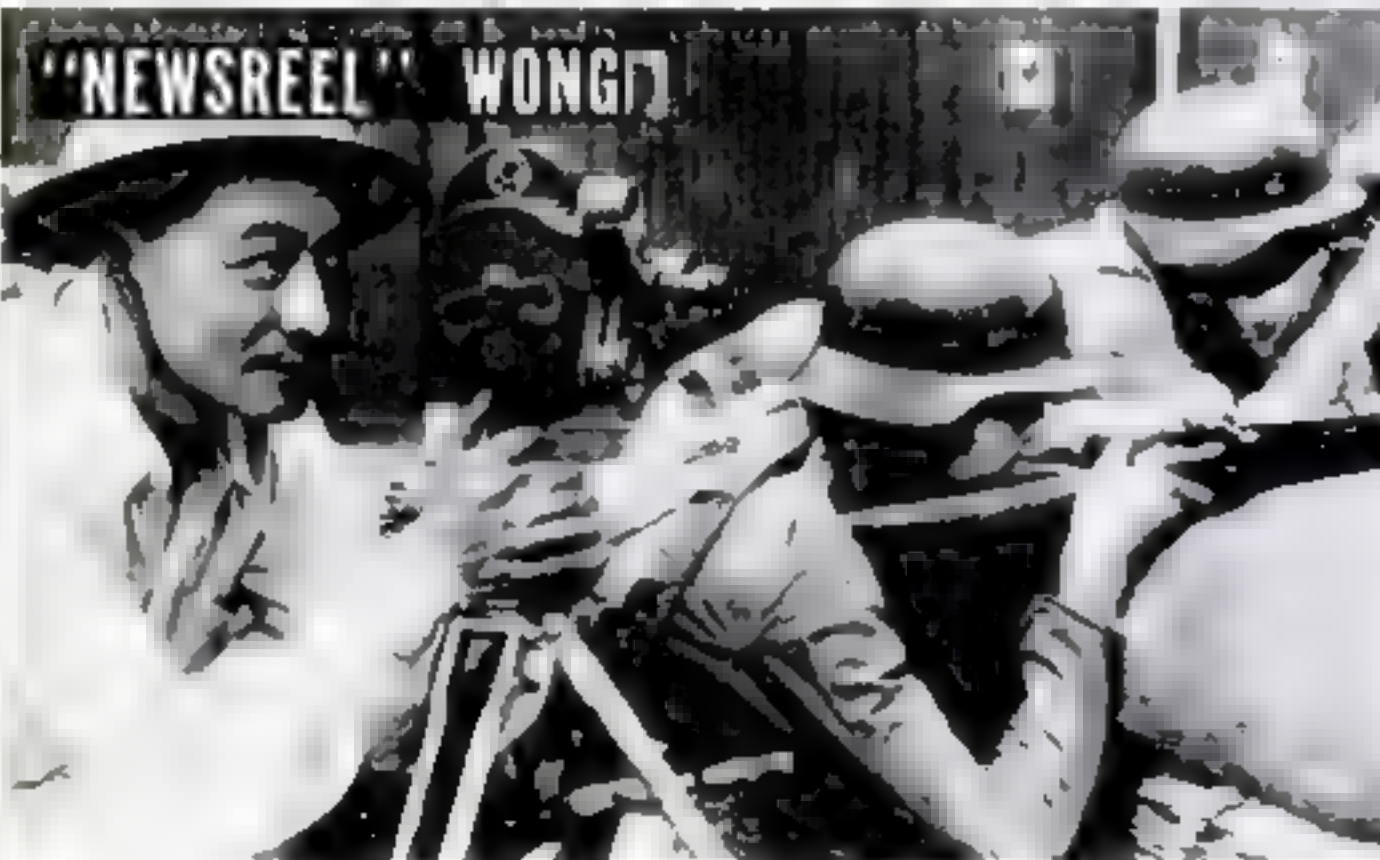
BULLET HIT HEART

DEATH

John W. Deering, a convicted murderer (left), close death by a 121 firing squad to life imprisonment. Before he died Oct. 31, he allowed Dr. Stephen H. Besley

(right) to make the first electrocardiogram of a human heart pierced by a bullet. Electrodes at his wrists registered his heart beats. The graph shows that fear made

his heart beat three times normal; that the bullets gave him a heart spasm for 4 sec.; that a second spasm followed by a declining rhythm had him dead in 15 sec.



H. S. ("Newsreel") Wong, crack Chinese cameraman for Hearst's *News of the Day* (left), lost his camera and equipment and was wounded in the leg when a Japanese boat sank a ferry he was on near Canton. The Japanese have no love for Wong because



cause 1) he is Chinese; 2) his greatest shot (right) showing defenseless Chinese bowing with fear and pain amid the ruins of a Shanghai railroad station, near a potential audience of 136,000,000 people and only the Japanese cause great fear.

NEW FACES



This Mayo Clinic exhibit at a recent Philadelphia medical convention shows how plastic surgery can grow a new cheek. This man had cancer of the cheek. Radium treatment

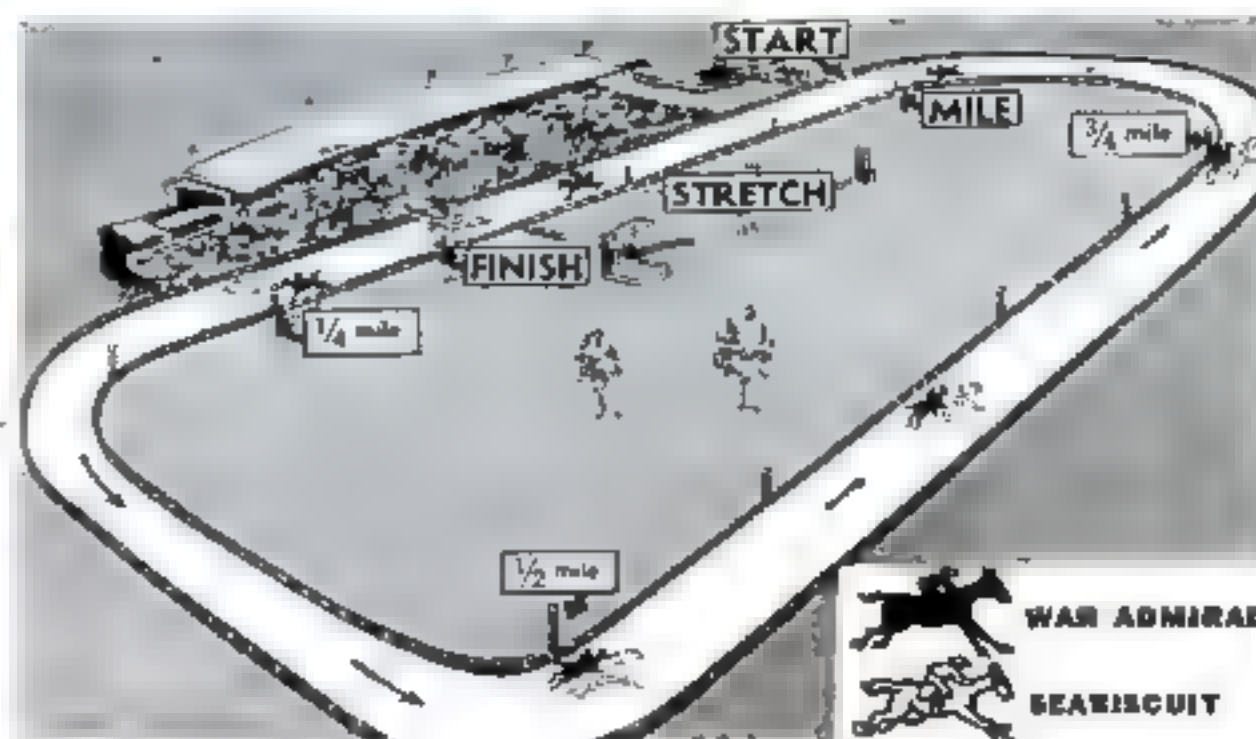
cured it but left his cheek perforated, the jawbone eaten away. Plastic surgeons made a tube of flesh near the collarbone and later attached it from chest to neck. When it

stretched, the bottom end of the tube was severed and attached to the cheek. Later the tube was sewn around the margins of the injury and finally onto the injury itself.

RACE OF CENTURY



Surprise attraction for the 40,000 racing enthusiasts who went to Pimlico, Md., on Nov. 1 for the "Race of the Century" between Seabiscuit and War Admiral was Rakash (above) prancing on his hind legs like a trained circus horse just before the start of one of the preliminary races.



The race: Seabiscuit led by two lengths at the 1/4-mile. Then War Admiral spurred, was almost even at the 1/2-mile, led briefly by a nose on backstretch. But Seabiscuit passed him by the 3/4-mile mark ending four lengths ahead.



Seabiscuit, undisputed champion of the American turf and second largest money-winner of all time, makes one of his famous faces. But after his great race he behaved well, merely nibbled chrysanthemums off his victory wreath.



Another Mayo Clinic exhibit shows a hooked nose changed by plastic surgery into a shapely straight nose by removing hump, raising tip, and then refracturing the nose to narrow the base.



Identical long noses hampered Alex and Sam Rotov, identical twins of New York, in their careers as comic dancers. There were many characters they could not



depict. To widen their repertoire they had their old noses identically hobbled (right). Now they can play roles of any nationality and dance smart as well as comic steps.



ETERNAL FLAME BURNS UNDER ARCH OF TRIUMPH

Fifteen years ago this Nov. 11, France lighted the eternal flame that since has flared over the tomb of the Unknown Soldier in the Arc de Triomphe. Here amid architectural splendor dedicated to the military splendor of dead armies, war veterans stand hatless, brooding over the past triumphs of Austerlitz, Aboukir and the Marne. Here on

Armistice Day the leaders of France will assemble as they have in other years. But as they look to the past they will look too toward the east where the enemy they have fought so often since again is the march more powerful, and more arrogant than ever. In the eternal fires of French patriotism they hope their nation will find new strength.

GERMANY BOASTS TO THE WORLD, IN PICTURES, OF ITS STRONG NEW "LIMES"



The first line of defense is this tank barrier winding over the fields between Strasbourg and Rhinau. It consists of

rows of steel and concrete pyramids, ranging from 4 to 6 ft. in height. France's Maginot Line uses less visible steel rails.

Adolf Hitler, feeling the time had come to steal a little publicity from France's famed Maginot Line, released to the press the first pictures of the great steel-and-concrete barrier now rising on the Rhineland frontier. From now on, he decreed, the so-called "Siegfried Line" would be called "Limes"—a Latin word meaning fortified boundary. Last week pictures of Limes arrived in this country from Berlin.

To military experts the most interesting thing about Limes is that German strategy, which has always emphasized mobility, will now be more or less tied to a fixed line. Yet Fritz Todt, the able engineer who built Germany's military roads, is building Limes both as an impregnable defense and as a base for a possible offense. To this end Limes is constructed more loosely, more openly, more above-ground than France's solid subterranean Maginot Line. On it 500,000 men are working night and day.



This pillbox will serve as a base for anti-tank and heavy machine guns, and also for mobile gunners with light arms.

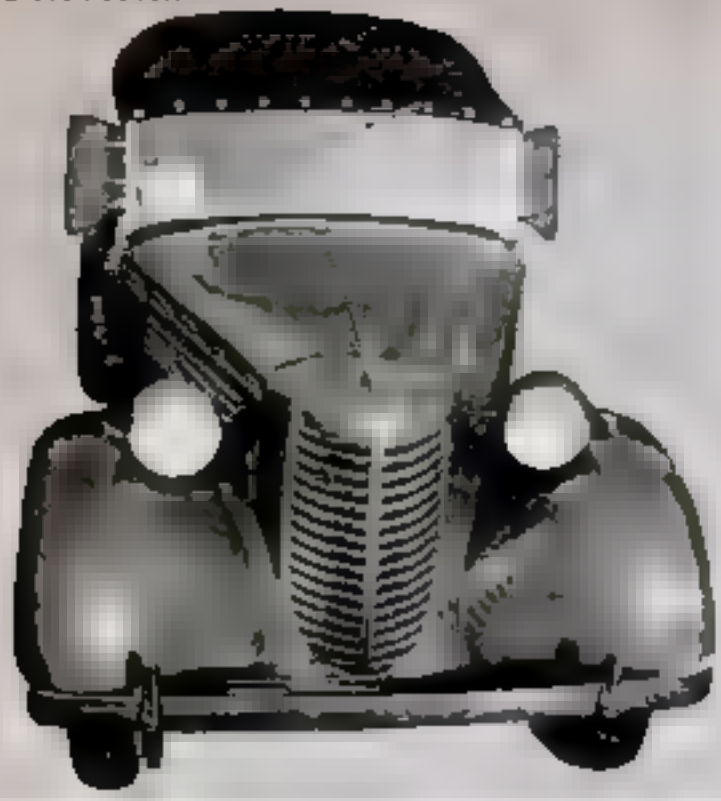


Rows of pillboxes, several miles behind tank barrier, are the main line of defense. Those in the picture are under construction. They will be almost covered with mounds of earth.



Roads are barred at the first line of defense by huge blocks of concrete on either side, with notches to hold steel rails. The line of anti-tank pyramids stretches off in the background.

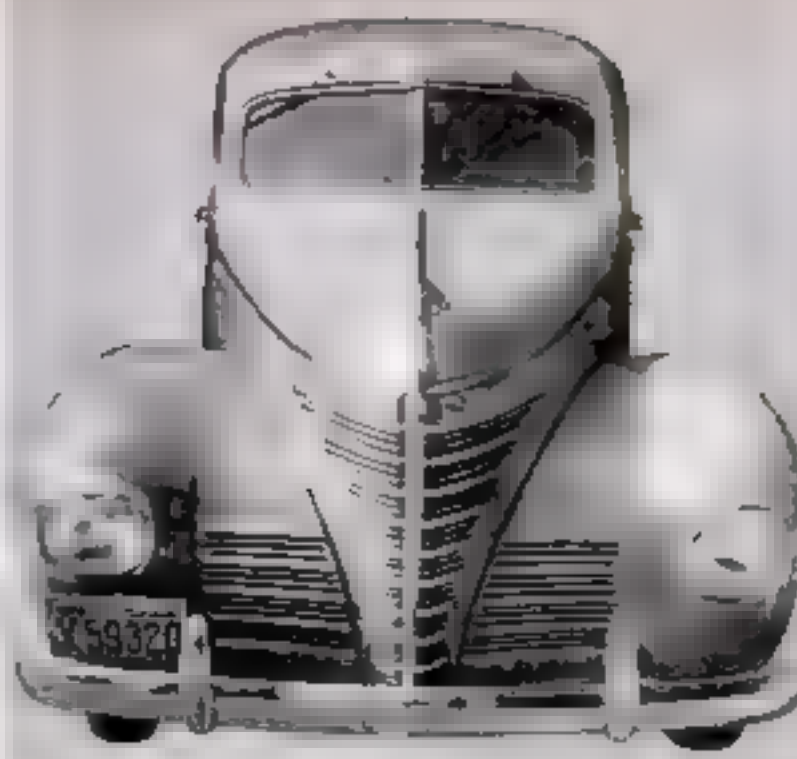
BANTAM



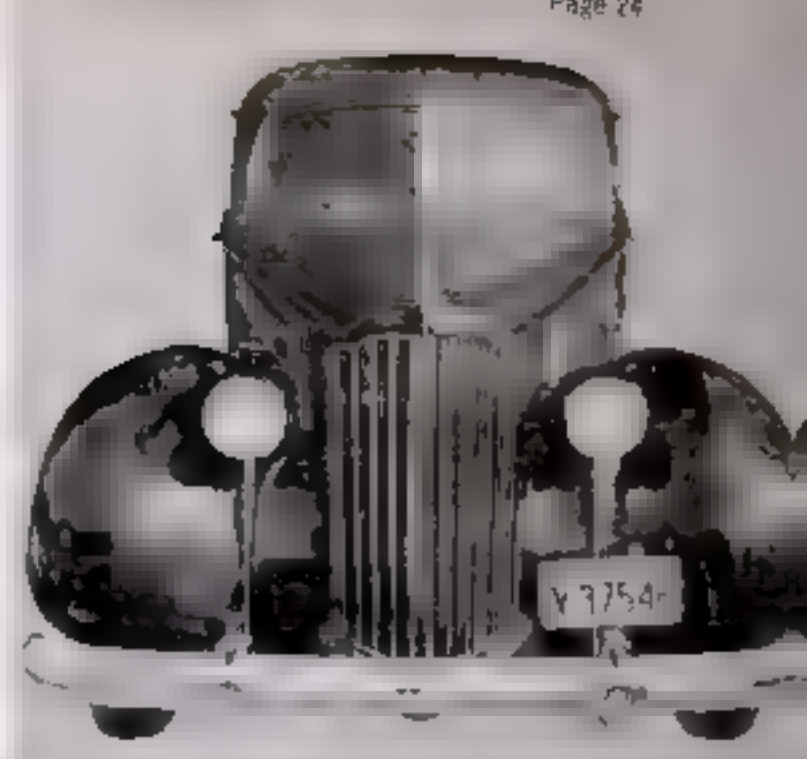
LINCOLN-ZEPHYR



PLYMOUTH



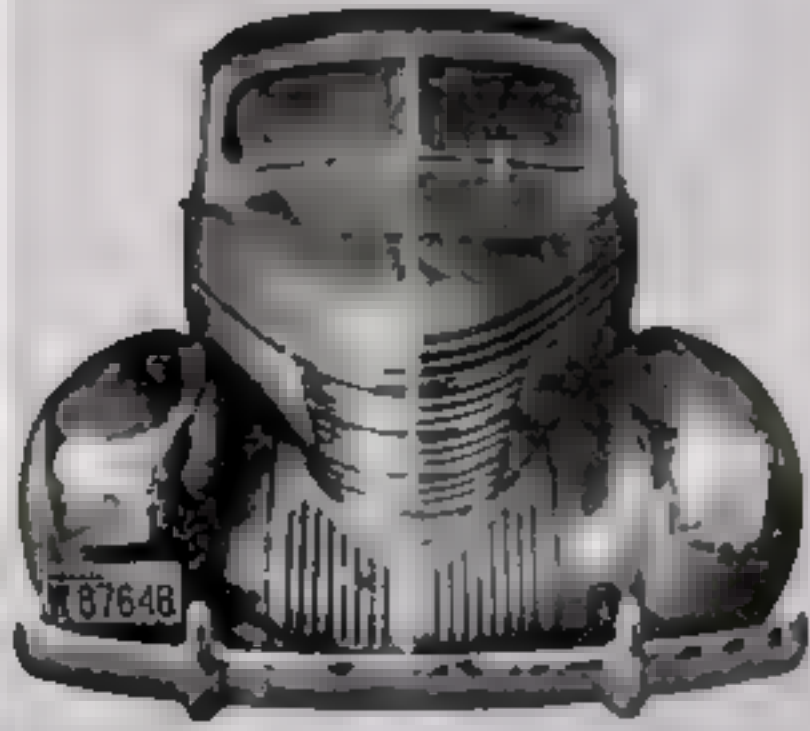
PACKARD



CHEVROLET



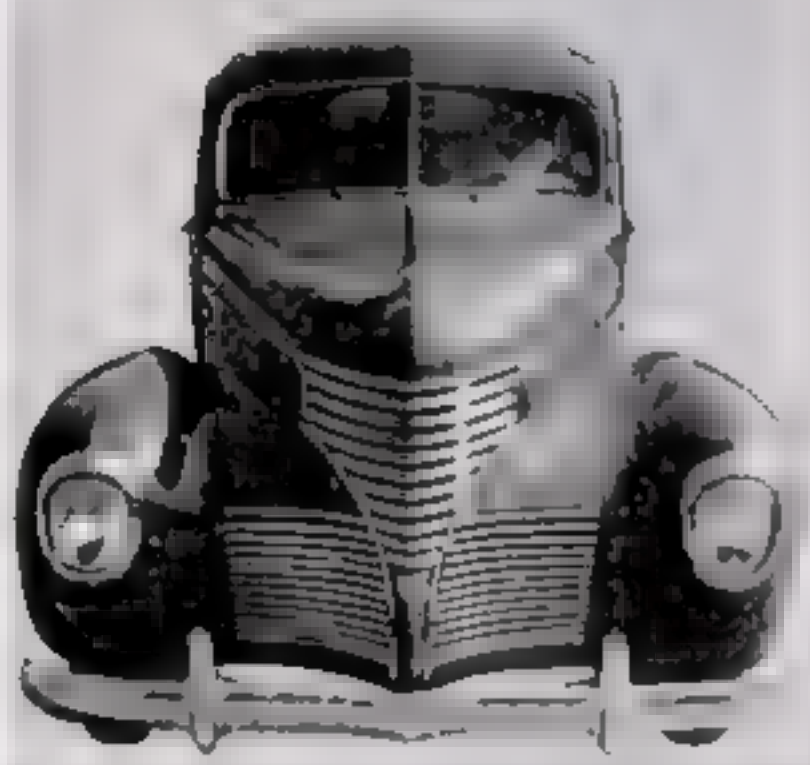
GRAHAM



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DE SOTO



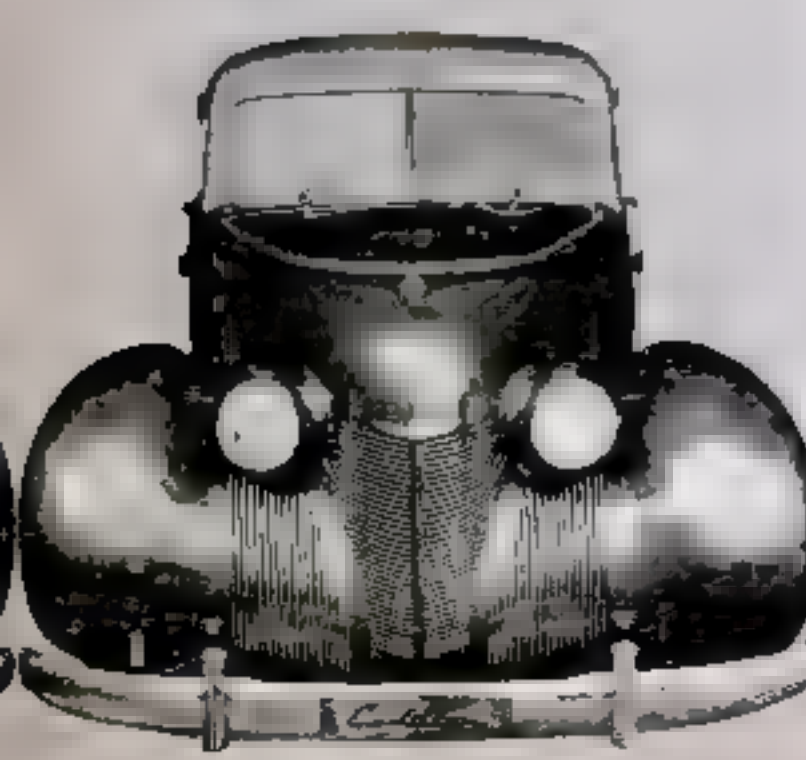
DODGE



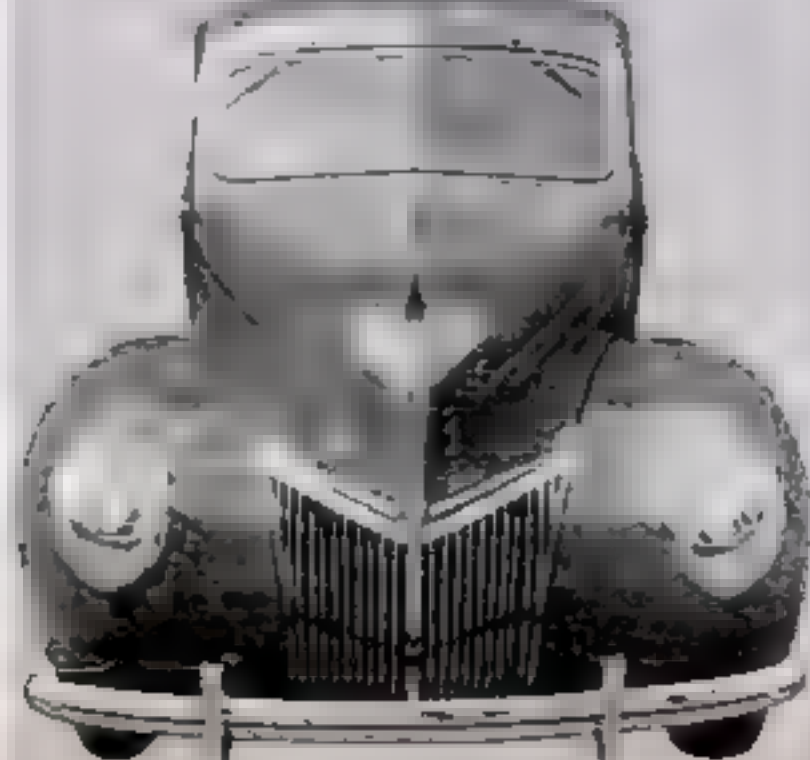
OVERLAND



CADILLAC



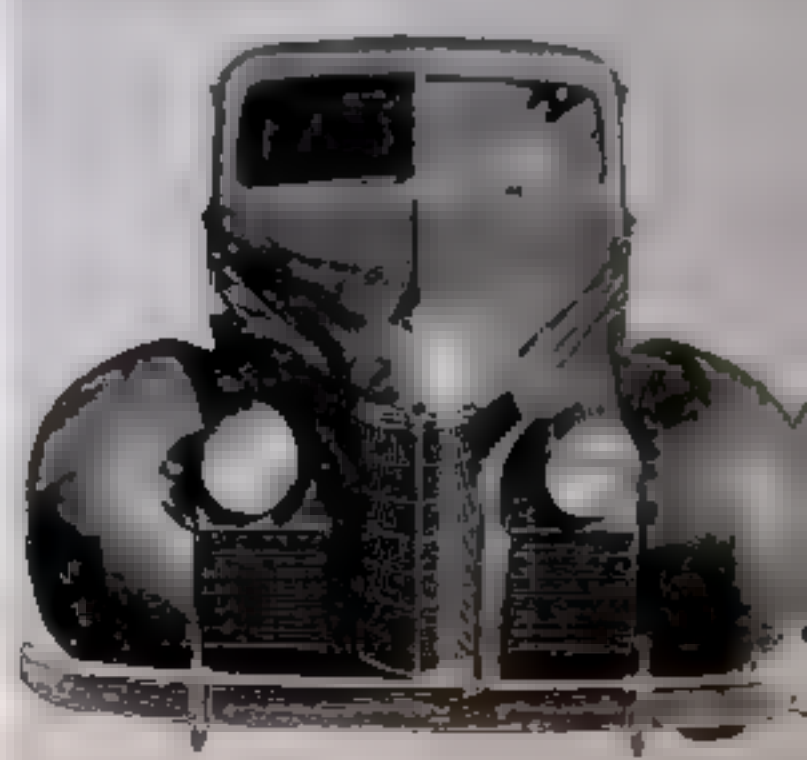
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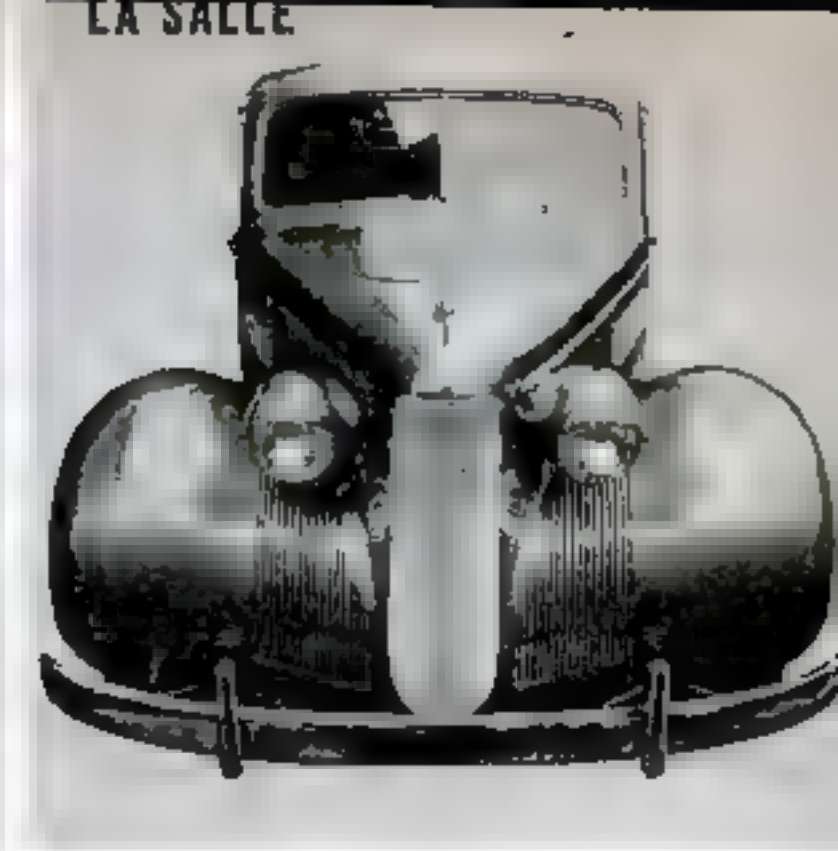
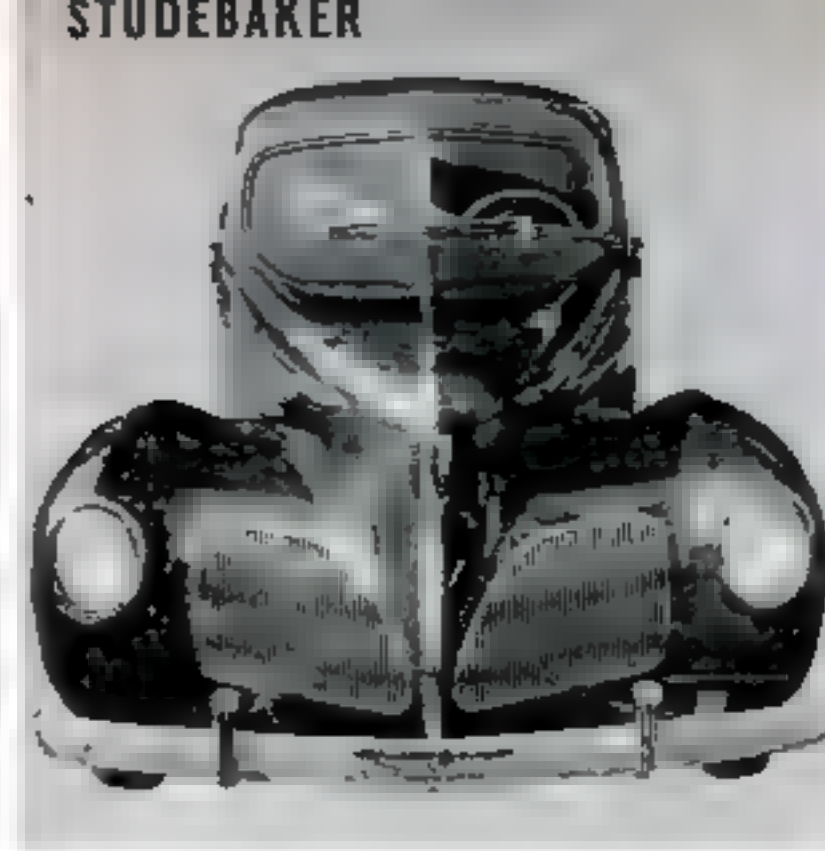
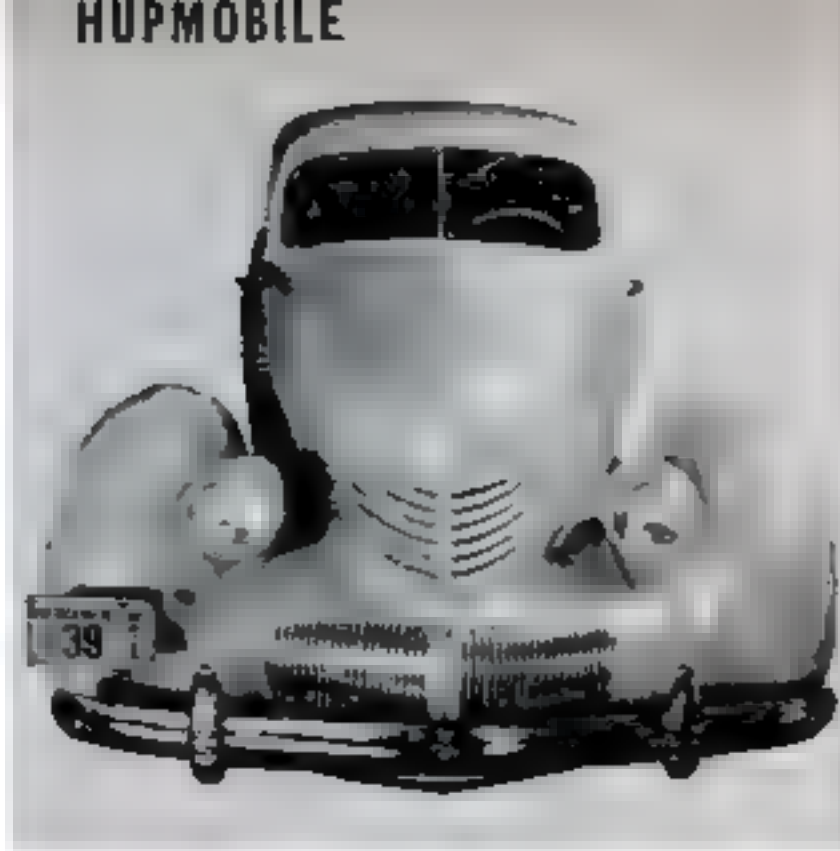


MERCURY



OLDSMOBILE





ON PARADE

AMERICA'S FAVORITE INDUSTRY

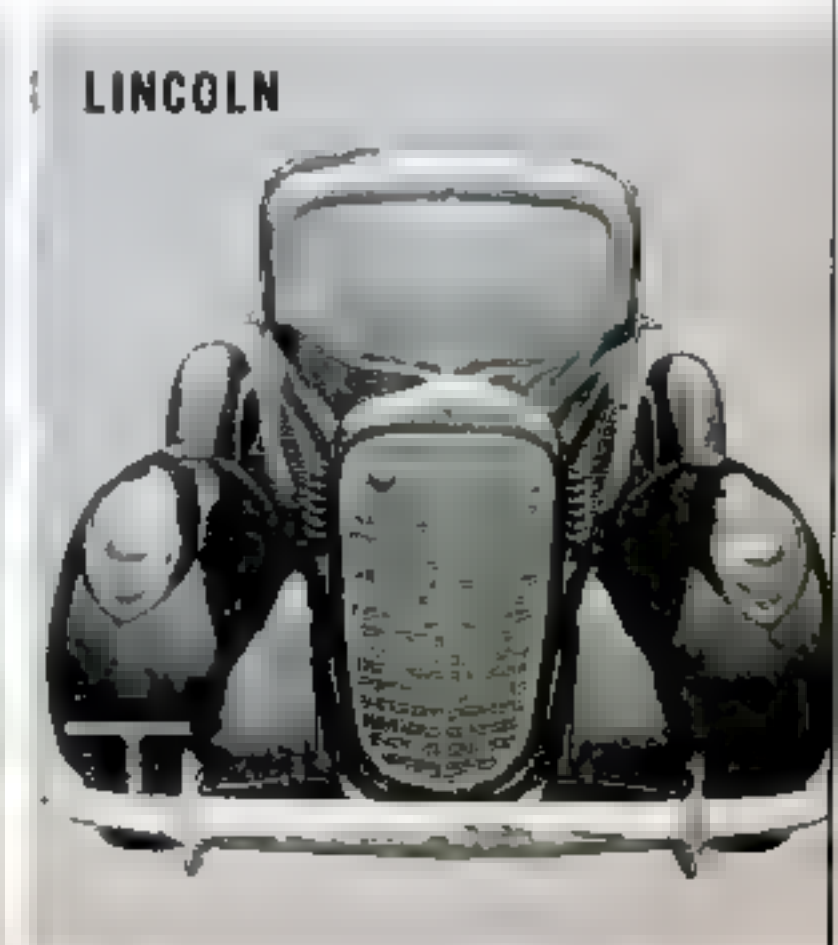
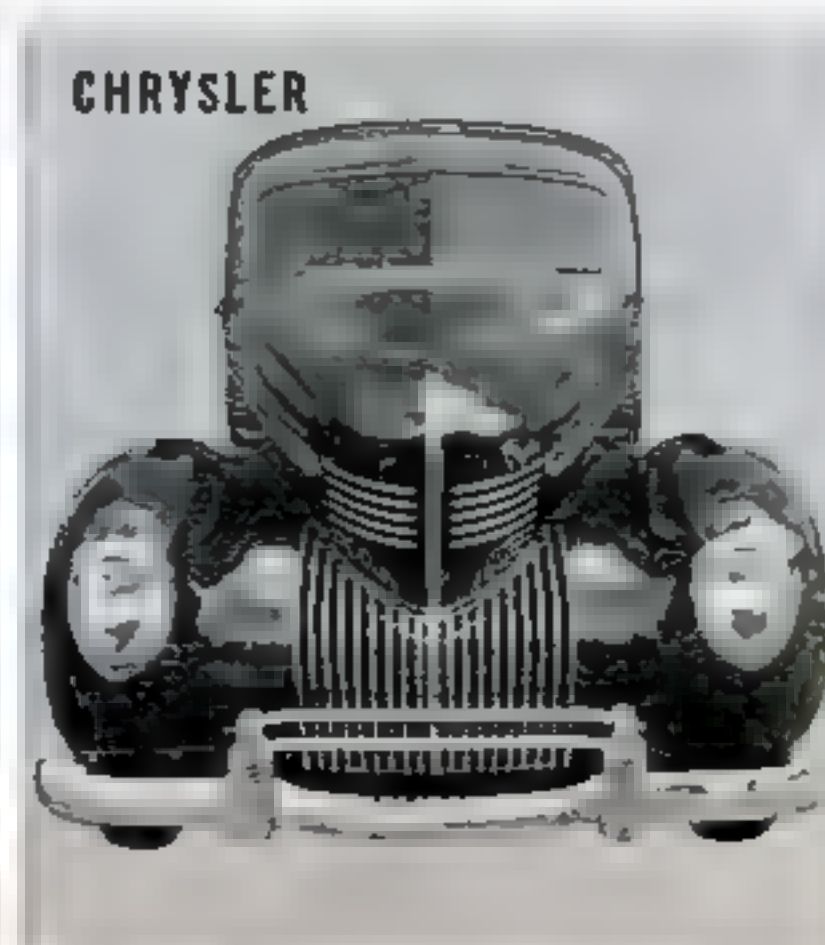
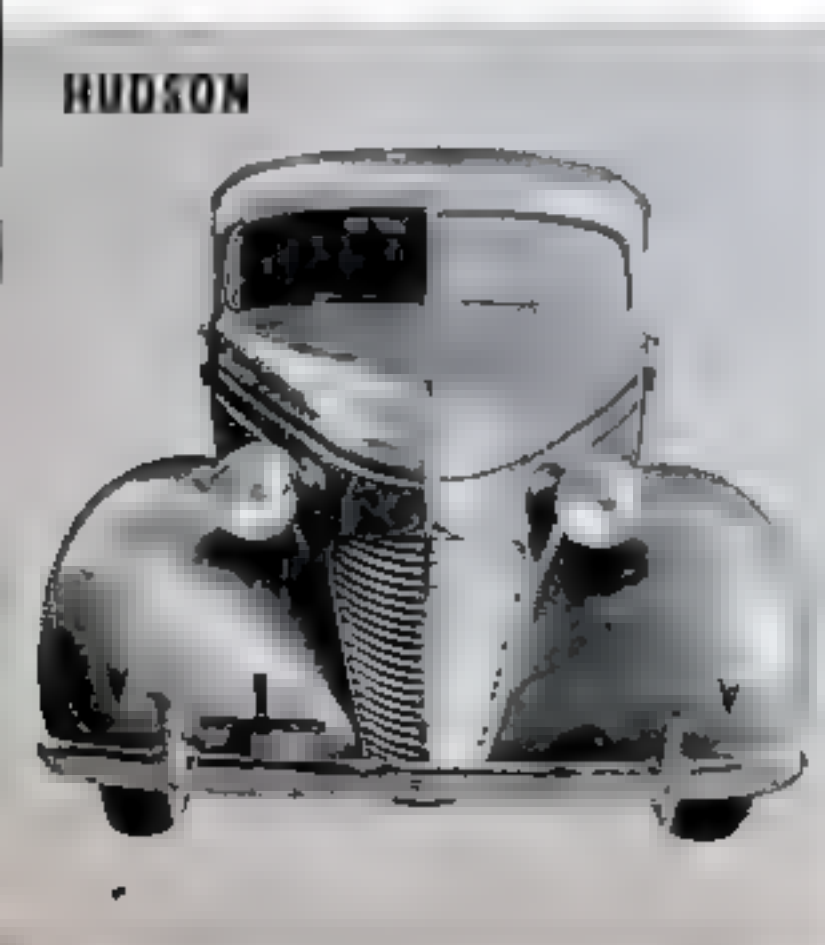
Every U.S. business from pea-growing to steel-making and from chiropractic to corset-making holds an annual convention or exposition. The many million conventioners who attend these 10,000 meetings are average Americans and their doings and thinkings make the U. S. what it is. But, because their ostensible purpose is to sell themselves and their goods to the public, newspaper editors feel they must bury convention news at the bottom of back pages.

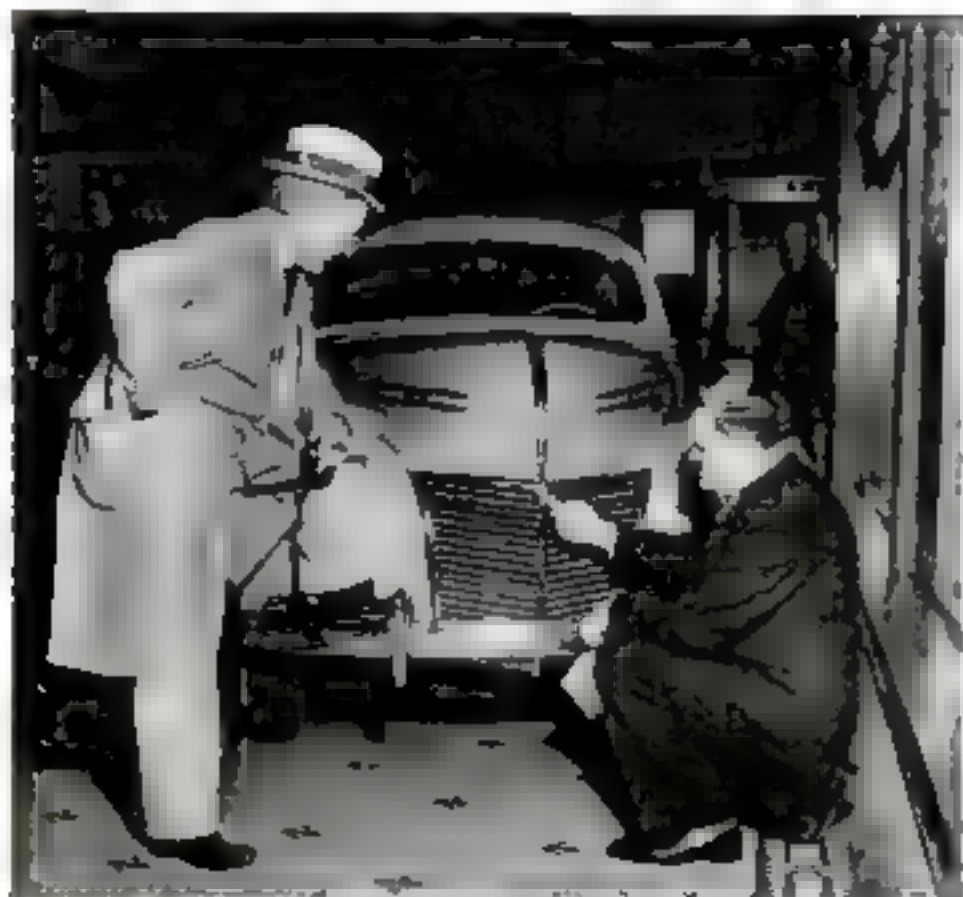
The shows which know they will make front-page news are the fancy affairs sponsored annually in major U. S. cities by the automobile industry to introduce new models. They make the front page because this industry is not only America's largest and most typical, it is also the American people's favorite industry. It has emancipated man by putting 85 h.p. in his hands, giving him a feeling of limitless power. And the automobile, though a necessity to many, still reigns uncontested as America's No. 1 form of recreation. When the Automobile Show makes its bow in New York on Nov. 11, and similar shows open throughout the nation, millions will flock to see the glitter of enamel on the twenty-two 1939 cars which you see here. Like the couple at left, they will gingerly settle in the back seat of some sedan while the salesman reels off his tempting, polished sales talk.

The 1939 cars present no revolutionary mechanical improvements. But because Americans spend a large part of their lives in autos and are more conscious of the dangers of driving, the new cars are roomier, more comfortable and safer. Gear-shift levers on steering columns, pop-up cigaret lighters, spotlights to indicate ignition-switch keyhole, safety-signal speedometers flashing red at 50 m.p.h., and other gadgets make new cars more livable. To suit Mr. Jones who wants a better looking car than Mr. Smith's, the 1939 auto has new lines which accentuate the big, bold front and tapering body.

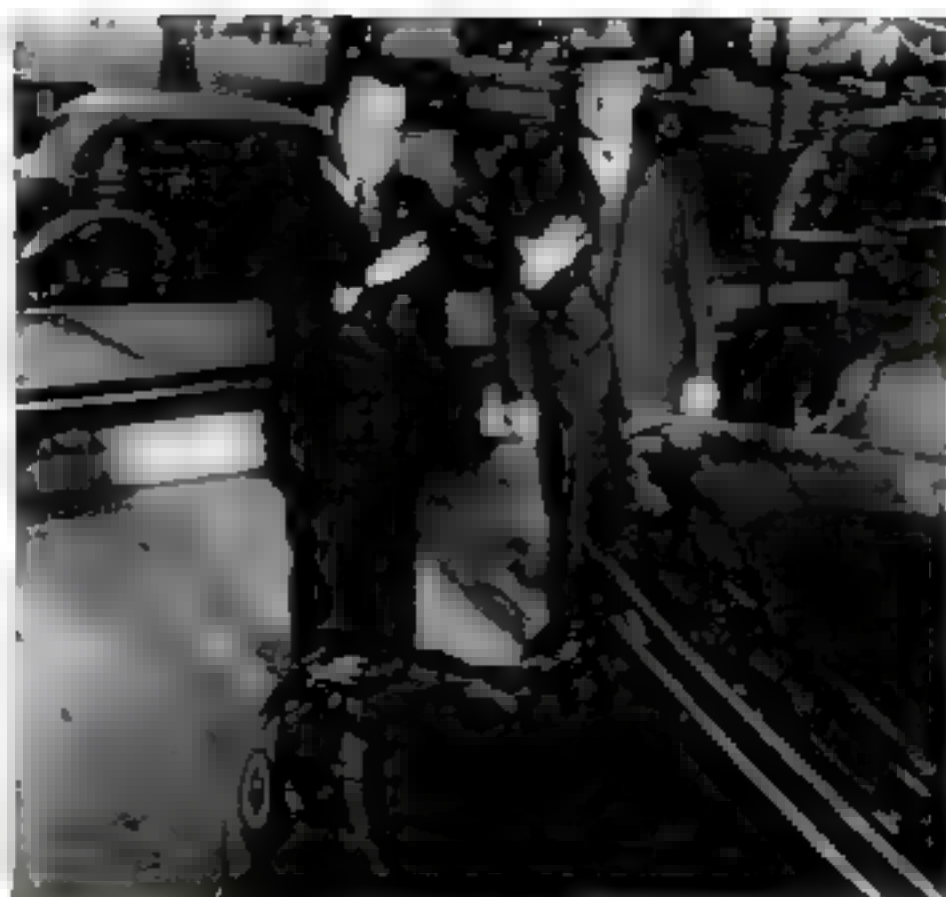
These facts coupled with business recovery, dealer enthusiasm and low used-car stocks make auto manufacturers unreservedly optimistic. Hundreds of thousands of new models have already been ordered. And Detroit, after a year in the doldrums, has hired more than 100,000 men, is forcing production schedules closer and closer to 1937 levels, still is unable to fill all its orders.

CONTINUED ON NEXT PAGE





"See how this new radiator grille is built. It fits in snugly against the fenders, and gives much better ventilation."



Theatrical gestures are used by Dealer Hammes to point out beautiful lines, perfect streamlining of new models.



"Steering wheel of our new car is designed to take the roughest road without shaking or rattling."

A DEALER DEMONSTRATES ART OF SELLING A CAR

Today the American man before he ever desires a wife, a family or smart clothes wants a car. In addition he has a very definite idea of what kind of a car he wants. The job of the automobile industry is to gauge his desires and build accordingly. The job of the automobile salesman is to sell the prospect on the predetermined features he has in mind. There are 44,000 dealers in the U. S. No American town is complete without one. Hearty of handshake and civic-minded, the good dealer knows everyone and everyone knows him.

Here you meet Romy Hammes, able Ford dealer in Kankakee, Ill. Householder, father of three, ex-president of the Kiwanis, member of the Chamber of Commerce, Knights of Columbus and of the Elks, Dealer Hammes takes his business, family and community interests very seriously. He started selling cars in 1917 and nine years later won the nationwide Ford sales contest. Hammes admits that in early days he had to use high-pressure methods. To create a desire for a car he would take a prospect and his family on a Sunday picnic, count on family to worry the father for an auto so they could have picnics often. In recent years, everyone has come to desire a car and now the art of selling is to make prospects buy one make instead of another. He sells about 400 new cars annually. On this page, he shows how to do it.

On the opposite and following pages are shown the design and manufacture of a car—a long process which begins more than a year before the car is sold. To discover what type of cars the 1939 American would want, manufacturers started querying dealers and making surveys as early as 1937. They found out that people in the West favored gay colors while conservative Easterners had a preference for black or dark blue, that buyers complained about gear-shift levers, narrow seats, bad visibility and lack of riding comfort. Simultaneously designers made thousands of dream cars (see following pages) sketched snappy-looking gadgets. Plaster models of the best designs were built, studied by the sales and engineering executives. Finally a wooden model containing all the most popular features and gadgets was constructed and approved. Plans were then turned over to the manufacturing department, dies were changed and the new models went into production.



"There's no end of luggage space in here. That way you aren't bothered by your bags rattling around in the car."



"Projecting gas cap makes it easier to fill her up. And that new safety feature is a good one, too."

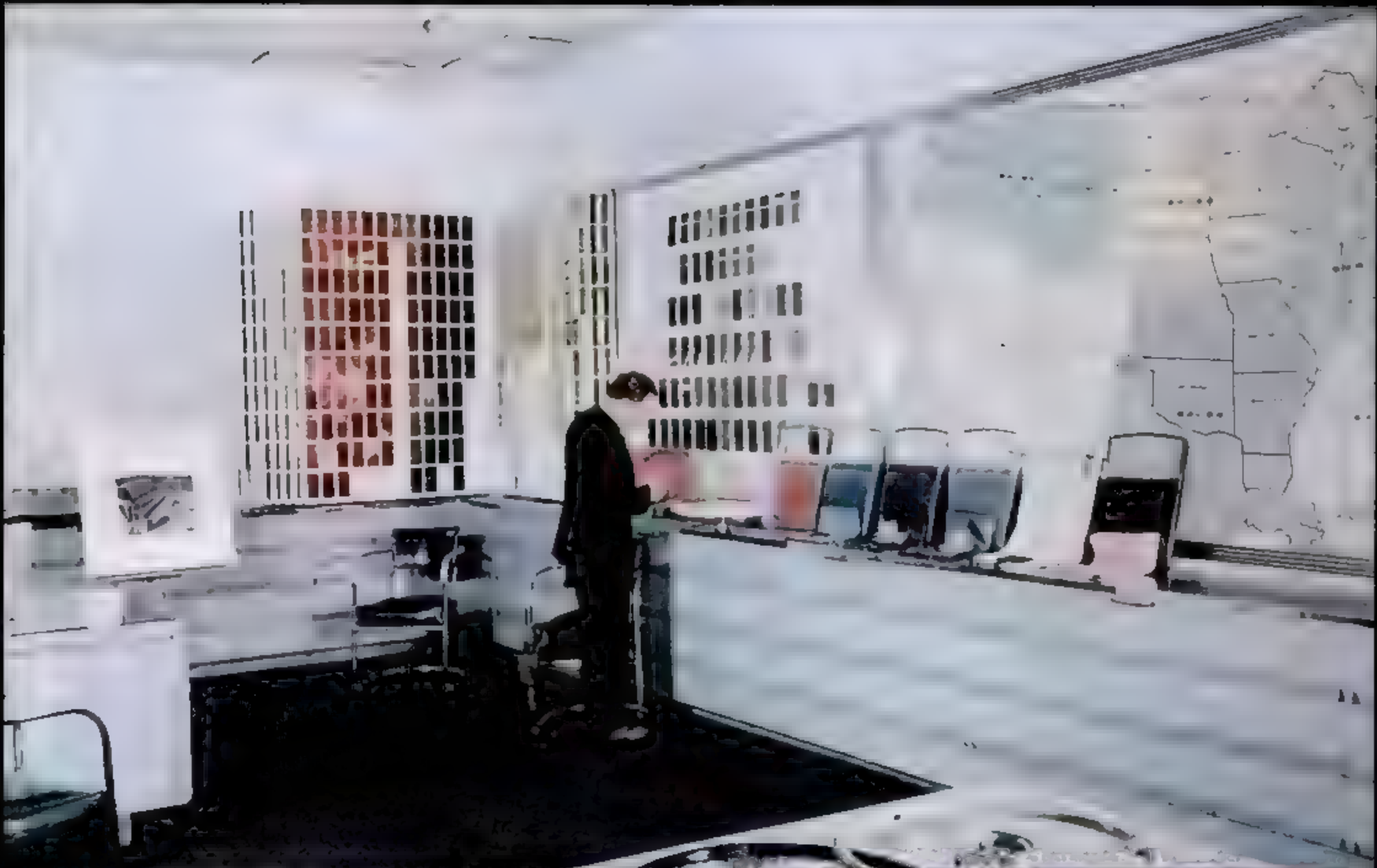
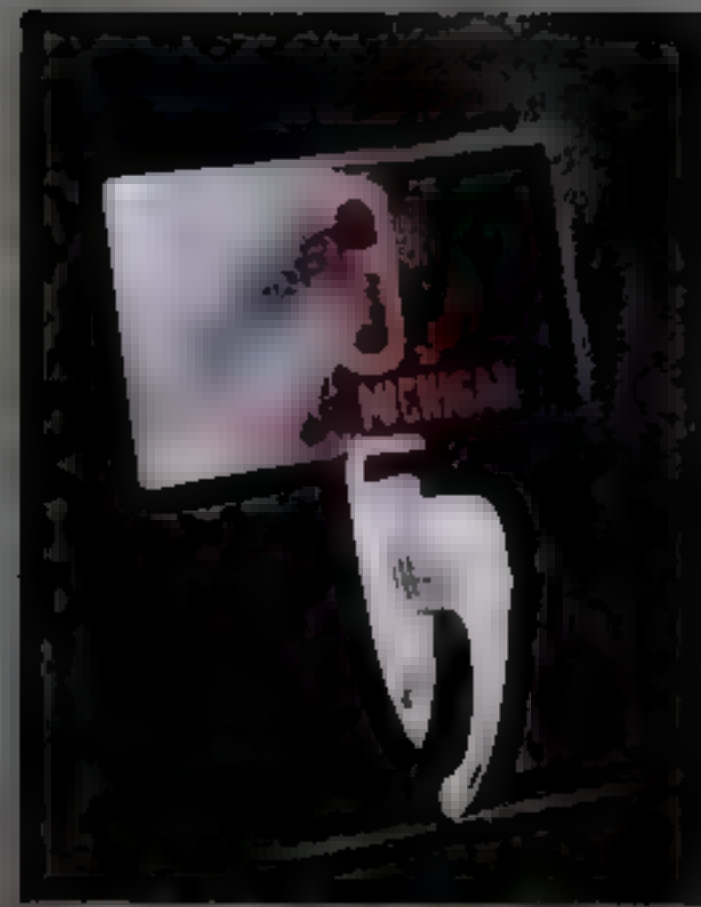
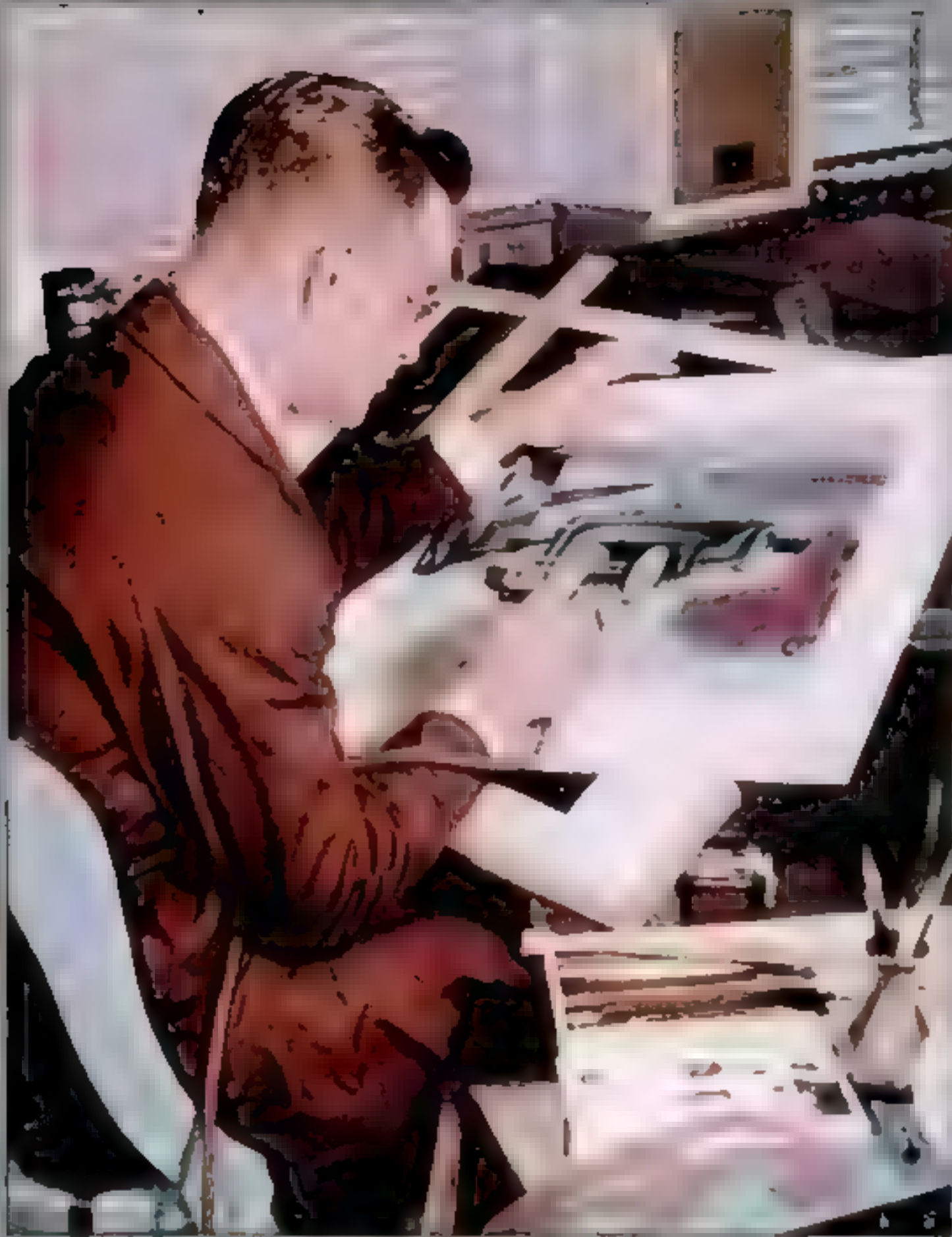


Salesmen at Romy Hammes's Kankakee, Ill., agency listen to pep talk on new models. They work on a commis-

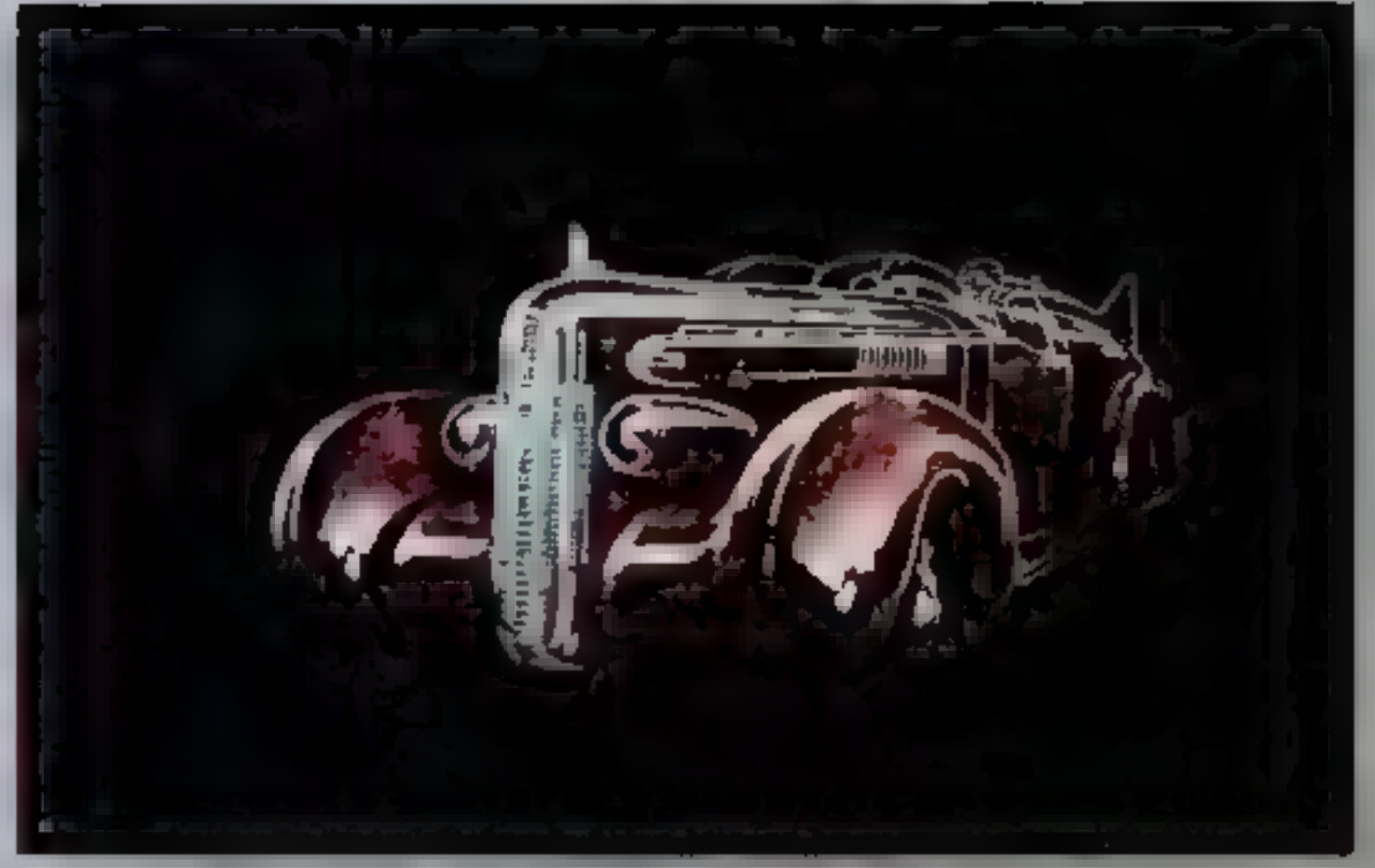
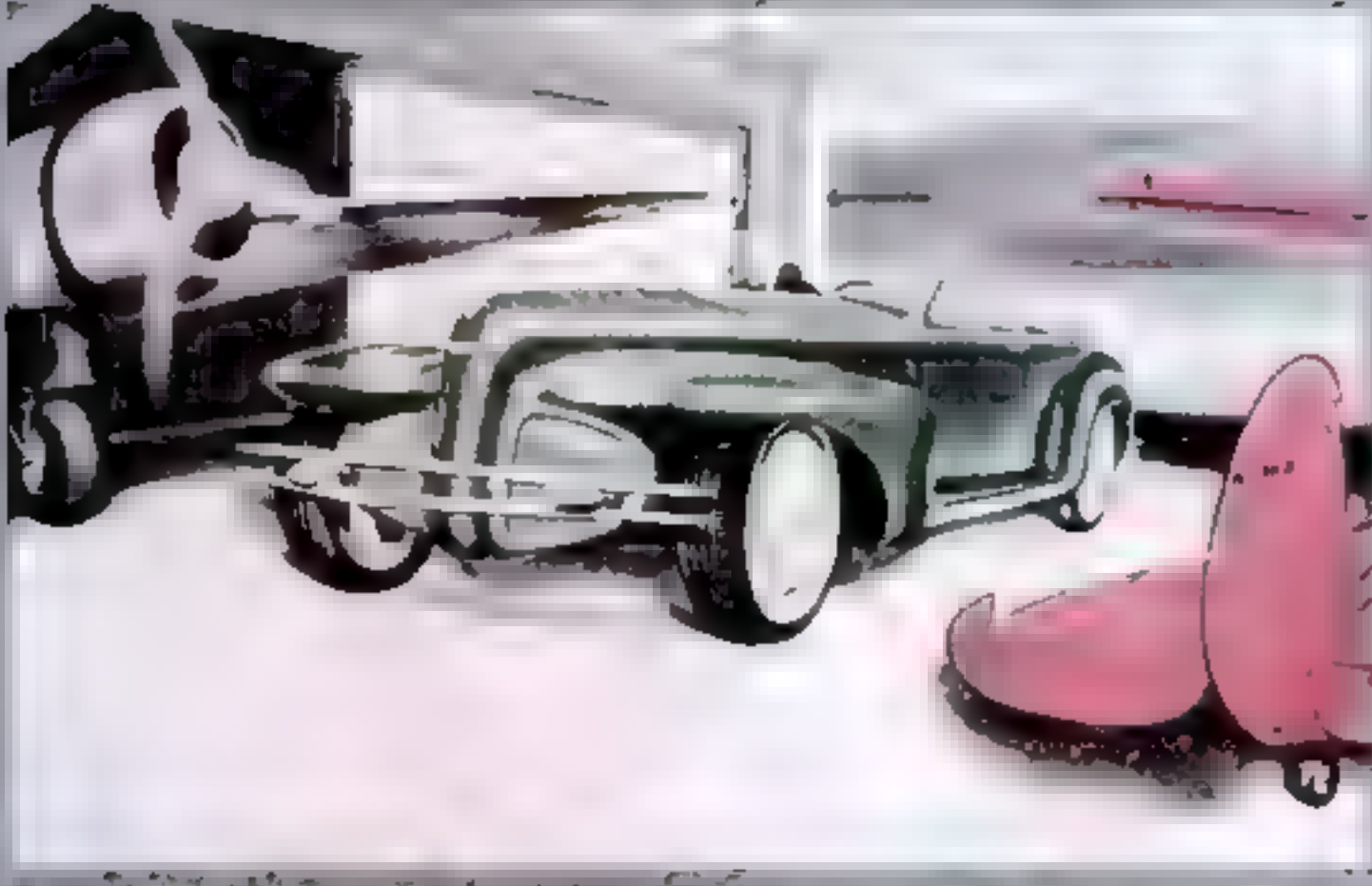
sion basis, earn \$3,000 in a good year, are given free demonstration cars. They average one sale for every 36 calls made.



HEART OF AUTOMOBILE FACTORY IS THIS ROOM WHERE THE FOREMAN (RIGHT) MAKES ASSEMBLY PLANS FROM ENGINEERS' BLUEPRINTS. IN FOREGROUND ARE FENDERS



LA SALLE EXECUTIVES MEET HERE TO CHOOSE COLORS FOR NEW GAME. THEY ARE GUIDED BY COLOR MAP AT RIGHT WHICH SHOWS COLOR FAVORITES IN EACH STATE



WATERFALL RECLAIMS SURPLUS PAINT SPRAYED AT PLYMOUTH RADIATOR

FENDERS SLIDING BY ON ASSEMBLY LINE WILL BE JOINED TO PARTS ON FLOOR

COLOR IN AUTOMOBILE FACTORIES (continued)



ROWS OF RADIATOR GRILLS WILL SHORTLY FEED THE ASSEMBLY LINE



THE NEWBORN PLYMOUTH ROLLS OFF THE LINE, READY FOR SALE

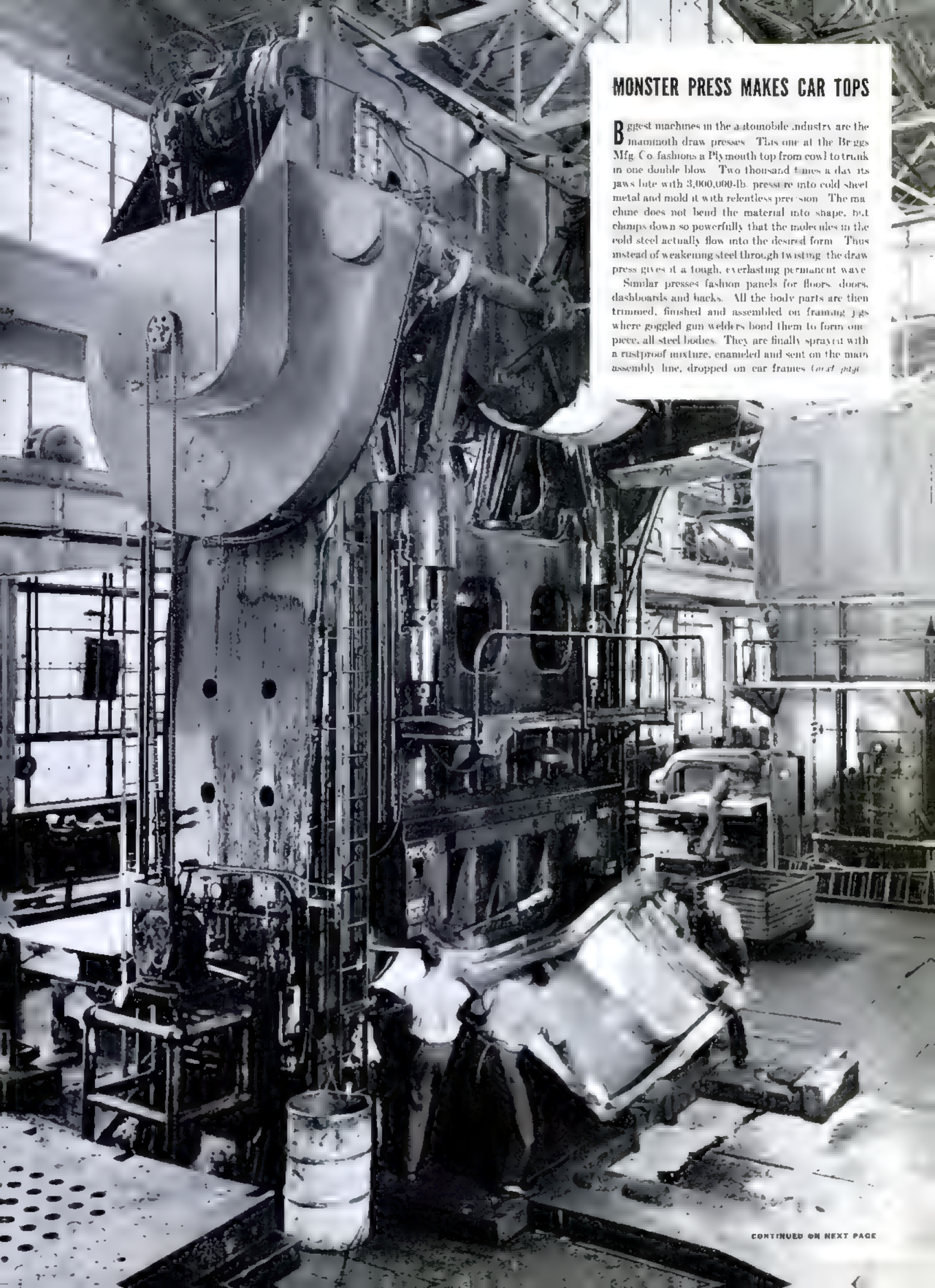


THIS FULL-SIZED LA SALLE, WHICH WORKS, IS PERFECT IN EVERY DETAIL EXCEPT THAT IT IS MADE OF WOOD. THE MODEL IS SHOWN TO EXECUTIVES FOR APPROVAL

MONSTER PRESS MAKES CAR TOPS

Biggest machines in the automobile industry are the mammoth draw presses. This one at the Briggs Mfg. Co. fashions a Plymouth top from cowl to trunk in one double blow. Two thousand times a day its jaws bite with 3,000,000-lb. pressure into cold steel metal and mold it with relentless precision. The machine does not bend the material into shape, but clamps down so powerfully that the molecules in the cold steel actually flow into the desired form. Thus instead of weakening steel through twisting, the draw press gives it a tough, everlasting permanent wave.

Similar presses fashion panels for floors, doors, dashboards and backs. All the body parts are then trimmed, finished and assembled on framing jigs where goggled gun welders bond them to form one piece, all steel bodies. They are finally sprayed with a rustproof mixture, enameled and sent on the main assembly line, dropped on car frames (next page)



CONTINUED ON NEXT PAGE

AUTOMOBILES (continued)

FOUR MEN CONTROL WORLD'S BIGGEST ASSEMBLY PLANT



In the dispatcher's office four men control the flow of parts to the assembly line, scheduling the movement of each

chassis down the line. Washers on pegs give the position of each body and show what parts are needed at any time

Each day from foreign countries and every State of the U. S., a tremendous flow of raw materials is dumped into Detroit. They are processed into the 35,000 parts which go into the average car, routed to huge assembly plants. Largest of all is the Plymouth assembly plant shown here, where 2,000 cars a day can be built under one roof on a maze of assembly lines. A nightmare of confusion to the outsider, it is one of the most rational and functional factories in the world. Not only has every man his set job and every part its place, but both men and parts work on a synchronized time schedule. Should either one or the other get out of step, the whole assembly would either stop or begin turning out monstrous cars with blue bodies, yellow fenders and green hoods. The only reason that order reigns in the plant is the 'dispatcher's' office (left), where four men direct the assembly of cars as railroad dispatchers would make up trains in a terminal. Colored washers on pegs represent various car models. The man on the right side of table at near end will start the assembly of five blue coupes by placing a blue washer on a peg. As he moves the washer from peg to peg he sends out the following orders: five rear axles, twenty axle springs, five motors, 20 blue fenders, five radiator grilles, etc. These parts are promptly fed to sub-assembly lines, reach the proper chassis and body at exactly the right time.



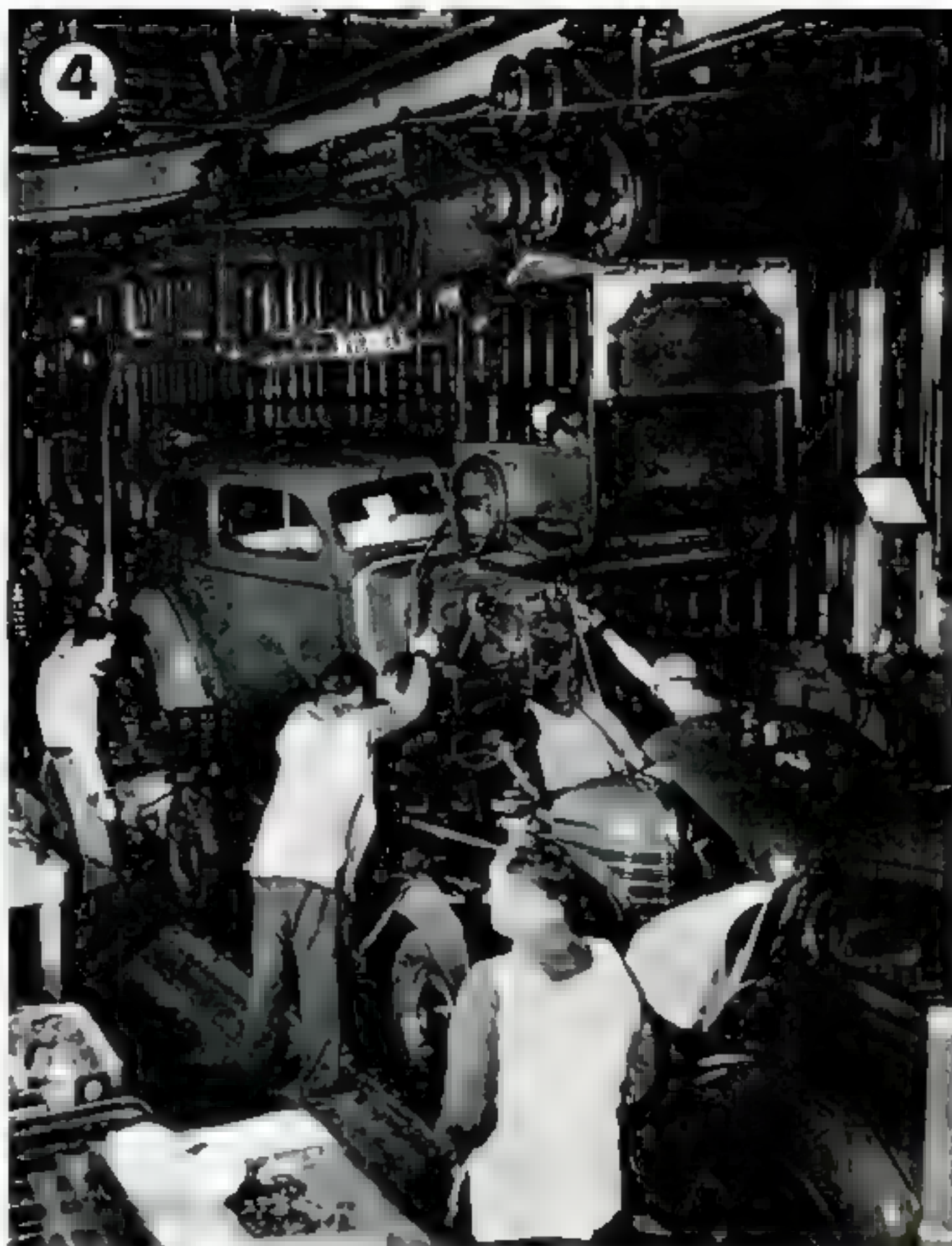
Hook-up between driveshaft and engine is made here. The main assembly line starts with a bare chassis which receives successively rear axle, springs, wheels, motor and drive shaft



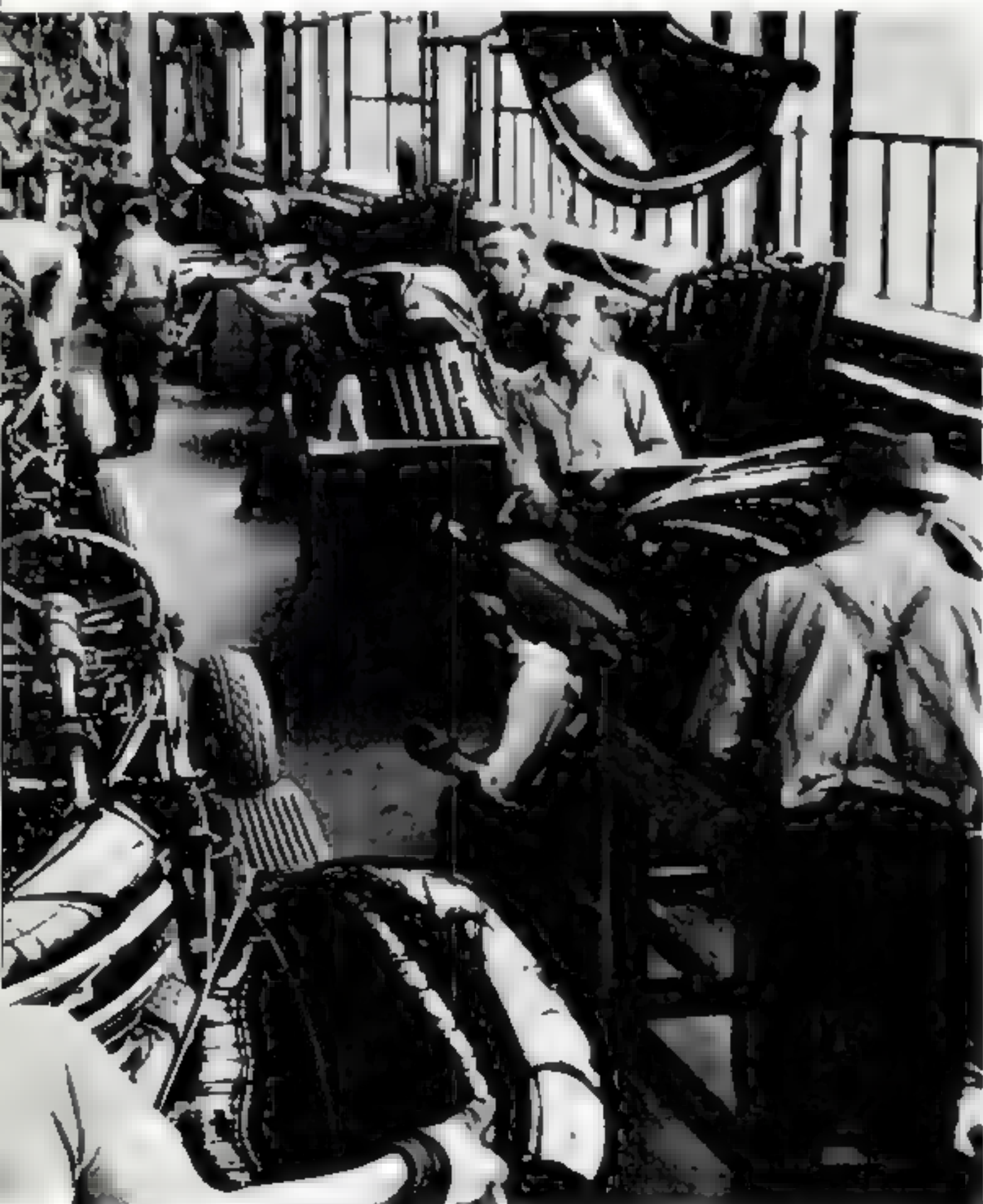
Fenders are attached in this section of the assembly line. Running boards, radiator grilles, steering wheels and fenders dangle from overhead conveyor rails. At the fender section the rails suddenly



3 In the pits under the steadily-moving assembly lines, workmen use power-run, high-speed wrenches to tighten hundreds of bolts at uniform pressure. Bolts never get loose



4 The "body-drop" is the place where a green body unfurlingly settles into place on a chassis with green fenders, radiator grille and cowl. Visitors stare longest at this interesting sight



curve down to deposit a fender in the hands of a workman who, in one motion, swings it into place on the chassis. At right, finishing touches are given to a car which drives off under its own power.

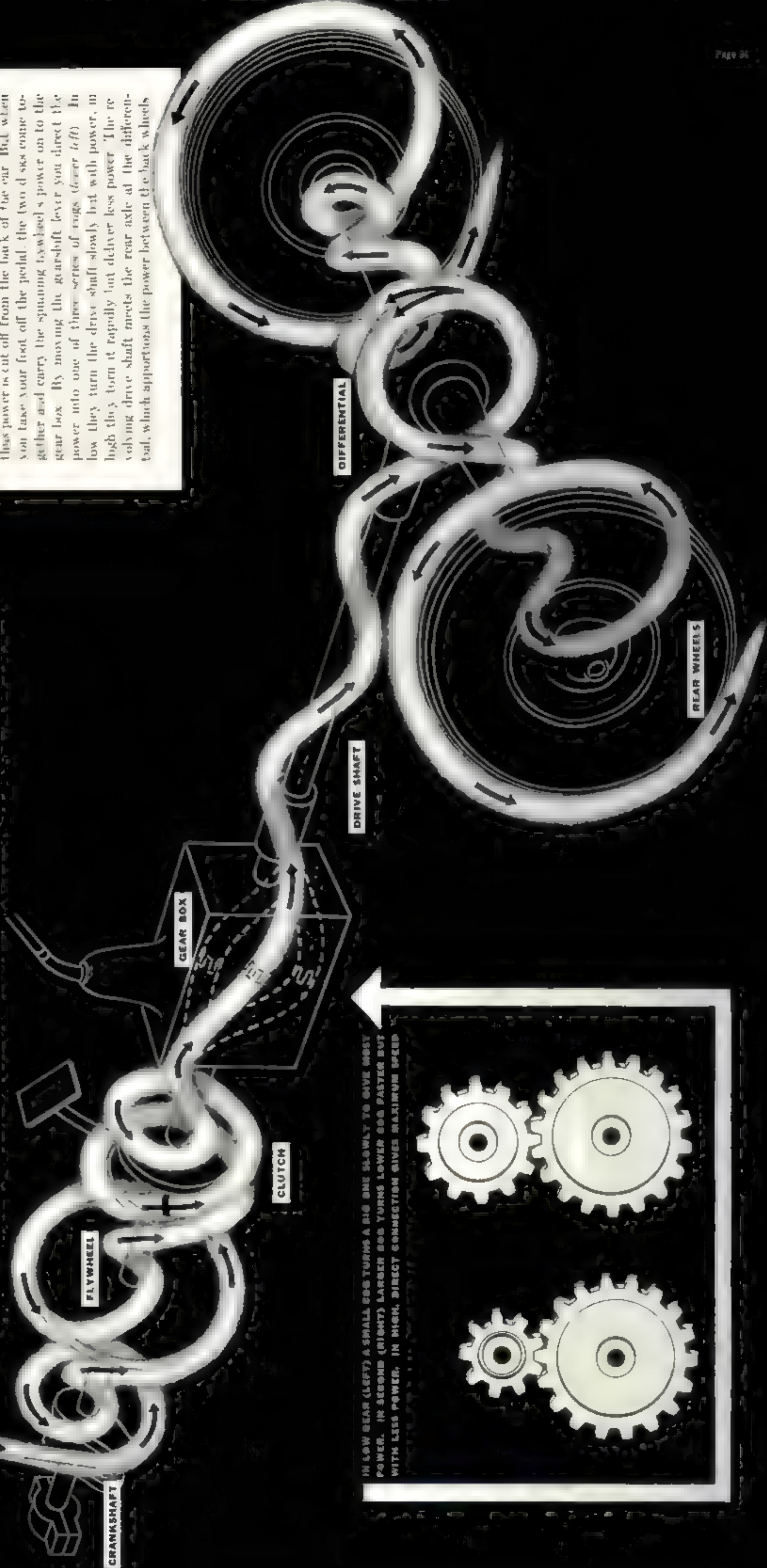


CONTINUED ON PAGE 34

THIS IS HOW POWER FLOWS FROM CYLINDER TO REAR WHEELS



DRAWING SHOWS FOUR MOVEMENTS OF PISTON IN CYLINDER. (1) DESCENDING PISTON DRAWS IN GAS AND AIR. (2) PISTON COMPRESSION MIXTURE. (3) TIMED SPARK PLUG FIRES, PUSHES DOWN CYLINDER. (4) RISING PISTON EXPELS USED GAS.



IN LOW GEAR (LEFT) A SMALL GEAR TURNS A BIG ONE SLOWLY TO GIVE MOST POWER. IN SECOND (RIGHT) LARGER GEAR TURNS LOWER GEAR FASTER BUT WITH LESS POWER. IN HIGH, DIRECT CONNECTION GIVES MAXIMUM SPEED.

In the days of the Model "T" Ford anyone could take a car apart. But today when you step on the starter you set in motion an intricate mechanism about which the average driver knows less and less. Actually the automobile is still a relatively simple machine, which transmits power as efficiently as possible from motor to rear wheels. The principle of this power flow is explained by the curving white band in the diagram on this page.

Starting at the top of the drawing, a series of sparks in the cylinder explodes a mixture of gas and air, forcing the piston down at every explosion. The piston, through the connecting rod, gives a succession of kicks to the crankshaft, which begins to revolve. The crankshaft starts the big heavy flywheel spinning, which in turn rotates the first clutch disk. When you press down on the clutch pedal, the two clutch disks are separated and thus power is cut off from the back of the car. But when you take your foot off the pedal, the two disks come together and carry the spinning flywheel's power on to the gear box. By moving the gearshift lever you direct the power into one of three series of gears (lower left). In low they turn the drive shaft slowly but with power, in high they turn it rapidly but deliver less power. The revolving drive shaft meets the rear axle at the differential, which apportions the power between the back wheels

GET A LASALLE!

FOR LOOKS • • LUXURY • • AND LOW COST



A GENERAL MOTORS VALUE



EAST, WEST, NORTH and south—the new LaSalle V-8 has met a reception such as few fine cars have ever enjoyed. And the reasons for this startling popularity are not far to seek.

Consider, for instance, LaSalle's *looks*! Your eyes tell you at a glance that never have chromium, glass, and metal been so brilliantly combined! From its slim front-end to its trim, commodious trunk, LaSalle is a study in beauty—if ever there was one!

Consider LaSalle's luxury! The designers of the spacious interiors have deliber-

ately patterned them after those of the costliest cars on the road. Upholsteries, fitments, tailoring—all are done in the finest customized manner. No matter how discriminating your taste, you'll feel at home in a new LaSalle.

Consider LaSalle's performance! Powered, as it is, by a Cadillac V-8 engine, you naturally enjoy the utmost in smoothness and acceleration. But LaSalle adds a ride as smooth as its power-flow! In fact, LaSalle is the finest-riding car ever offered in the medium-price field.

But why not get the whole fascinating story from your Cadillac-LaSalle dealer?

And, above all things, have him show you how easy it is to *own* a new LaSalle. Undoubtedly, you'll be happily surprised.

The Five-Passenger Four-Door Touring Sedan is illustrated without running boards. Running boards are optional on all models at no extra cost.

CADILLAC V-8 ENGINE



Copyrighted material



"QUIT ST

WINTERPRO

WITH DOUBLE-RANGE

Mobiloil Arctic

Here's what you get: 1. Easy Starts on coldest days. 2. Full Protection under the higher heats and pressures of your modern motor!

IT'S TRUE! You'll find that Mobiloil Arctic literally WINTERPROOFS your engine...meets every cold-weather requirement of modern, precision-built motors.

IT'S FREE-FLOWING at low temperatures! Won't "bind up" tight-fitting engine parts! You get instant lubrication—easy starting—on the coldest days.

IT'S HEAT-RESISTING! Won't thin out dangerously under today's higher engine heats! Stays on the job after the warm-up...gives fast-moving parts the rich, full-bodied protection they need.

The reason for this is the way Mobiloil Arctic is made—by refining methods as modern as the newest motor! It's distilled from choicest crudes...refined even further by the famous Clearosol Process!

Get this protection today! Change to Mobiloil Arctic (S.A.E.—20W) for normal winters...Mobiloil Arctic Special (S.A.E.—10W) where sub-zero weather is usual!



MOBIL OIL AND MOBIL

CALLING!!



MOOF TODAY!



WITH WINTER **Mobilgas** and Complete Winterproof Service!

You'll feel the difference in your *first tankful* of this new winter Mobilgas! Fresh from the refineries...specially adjusted for cold weather...it fires faster—gets you away quicker—yet delivers the same high power and mileage that have made Mobilgas America's favorite!

Fill up for these faster starts—and then have your Mobilgas dealer give your car this complete yet inexpensive Winterproof Service!

1. PROTECT YOUR ENGINE—make it safe and easy-turning—with double-range Mobil Oil Arctic!

2. MAKE RADIATOR SAFE—get lasting protection from costly freeze-ups—with Mobil Freezone!

3. MAKE GEARS EASY-SHIFTING—prevent dangerous winter wear—by giving them exactly the right grade of winter Mobil Oil Gear Oil!

4. WINTERPROOF CHASSIS. Protect every vital part with Winter Mobilgrease that snow and slush can't wash out! Your car will ride smoother—handle easier—stay free of winter squeaks!

STOP AT THE RED HORSE SIGN TODAY

LGAS

SOCONY-VACUUM OIL COMPANY, INC.

AND AFFILIATES

MAGNOLIA PETROLEUM CO.—GENERAL PETROLEUM CORPORATION



The best Christmas Party a man ever planned!



Smart husband, you! You know that a woman who entertains as smartly as your wife does, needs first-classware—1847 Rogers Bros., the very best, none other! You learn by coming with friends what pattern she likes best. Then you stage the Christmas surprise party, bangle the

lady's eyes, and lead her into her own dining room for the greatest Christmas thrill of her life! And after the party, when she begins to marmie, "You should have, dear, the budget!" You have a surprise for her there, too! See the great news at the left below!

1847 ROGERS BROS. SILVERPLATE
Meriden, Conn.
"AMERICA'S FINEST SILVERPLATE"



Yes, this makes it easy—for lol here's a very special offer. A rich, rosewood finished chest of 62 lovely pieces of 1847 Rogers Bros. Silverplate in any pattern you like at a \$14.50 saving. The open stock price of this beautiful set is \$44.50; it's now special for Christmas giving—only \$30.00! A gorgeous service for 8, every piece bearing the proud year mark 1847! All the pieces still new, for entertaining formal or informal. Yes, sir, you're in luck! See your 1847 Rogers Bros. dealer at once.



The hard part is hers—deciding which of the 1847 Rogers Bros. patterns is loveliest for they are beauties! There's "Marque," rich and regal. There's "First Love," the raised motif design that startled the silver world; it looks so much like solid silver. And "Lovlace," a pierced pattern wreathed in orange blossoms. These are all the other lovely 1847 Rogers Bros. designs available—the Christmas sets. And as always, there's the proud year mark 1847 on every piece.

TUNE IN EVERY SUNDAY Leading dramatic stars in the "SILVER THEATRE" 6 P.M., E.S.T. 5 P.M. C.S.T., 4 P.M. M.S.T. 3 P.M. P.S.T.
Helen Hayes, Nov. 13 & 20; Ginger Rogers, Nov. 27; Clark Gable, Dec. 4; cast to cast—on national network.



BRENDA FRAZIER, IN PALE PINK VELVET, READY TO LEAD THE GRAND MARCH

THE DEBUTANTE

as seen at New York's Velvet Ball



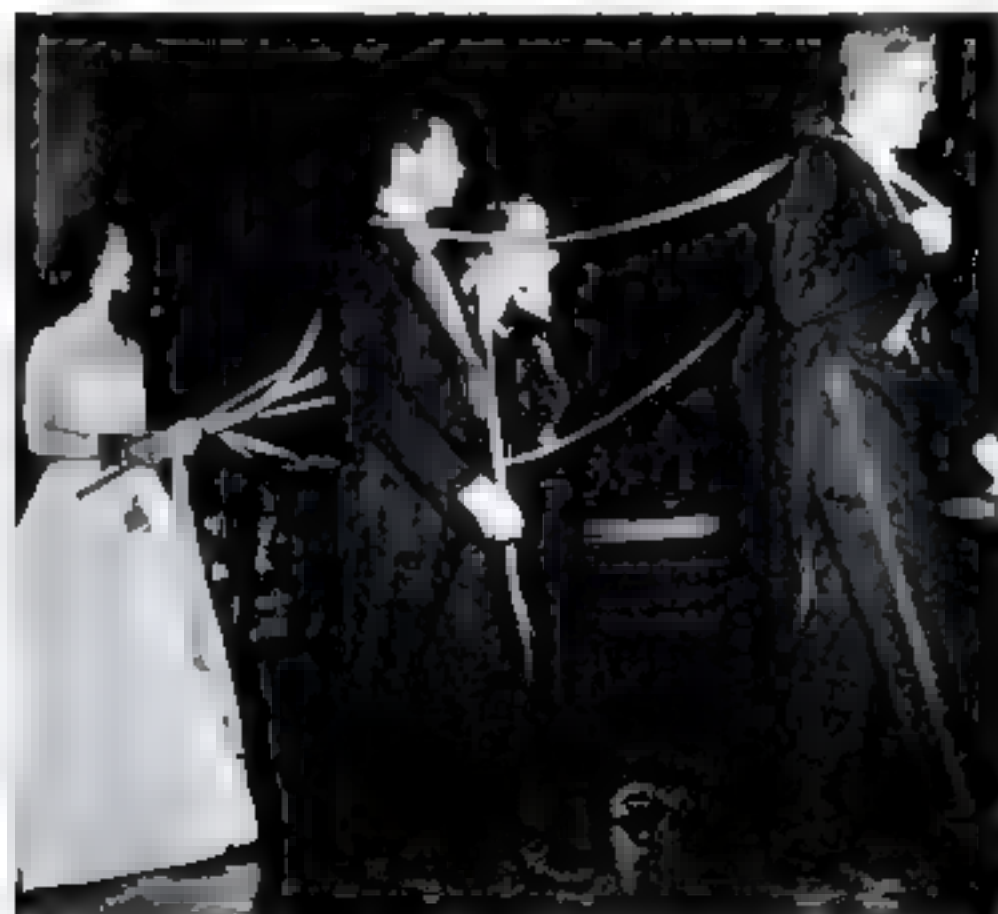
SONIA PHIPPS

The modern New York debutante has become as well publicized and commercialized as a fan dancer or a new hair do, and for good reason. The old and rather stodgy New York Society is practically extinct except as names of telephone exchanges. The \$50,000 private parties of the lush debutante era collapsed of their own weight and extravagance. And the post-Depression debutante is presented not only to her family's intimate

friends nor to New York's plutocracy, but to the general public—to the profit and delight of charity organizers, national advertisers and department-store executives.

Between now and Easter, some 400 young women will make their bows to the new New York society. By standards of an earlier day the No. 1 debutante might easily be pretty blonde Sonia Phipps (*inset*), granddaughter of the late Ogden Mills, niece of the Countess of Granard, first cousin of the polo-playing Winston and Raymond Guest. But the girl that most gossip writers and social secretaries have picked as the No. 1 debutante is the girl who appears on LIFE's cover and in all the other pictures on this page: Brenda Diana Duff Frazier. Brenda Frazier has a fortune of \$8,000,000 in her own name, and was the subject of nine years' custody litigation between her estranged parents. Her maternal grandmother is Lady Williams-Taylor, the matriarch of Nassau. But what makes Brenda Frazier the outstanding debutante is that with her long hair, her vivacity, and splendid figure she is superbly photogenic, and publicity is the life blood of the new society. Apart from that her chief distinction is that she never wears a hat, does wear shell-rimmed glasses, a great deal of jewelry. The glasses vanish at the approach of a photographer.

On Oct. 28, Brenda Frazier acted as debutante chairman of the Velvet Ball, one of the season's fixtures and a party typical of commercialized Society. It is a promotion scheme of the Velvet Guild which turns all proceeds over to the New York Infirmary for Women and Children. For more views of the Velvet Ball, turn the page.



The Coaching Quadrille was one of the figures called in the Velvet Ball's Cotillon. Brenda nervously dropped her reins.



At supper Brenda Frazier shouts excitedly across the table. Artist Jaro Fabri (*left*) looks bored



Leading the Grand March Brenda had as escorts Julian Gerard, Harry Wilson, Alexander de Pourtales and George Frelinghuysen.

CONTINUED ON NEXT PAGE



IN THE GRAND BALLROOM OF THE WALDORF-ASTORIA, FOUR DEBUTANTES LEAD THEIR ESCORTS THROUGH THE COACHING QUADRILLE. COSTUMED COMPANY ON



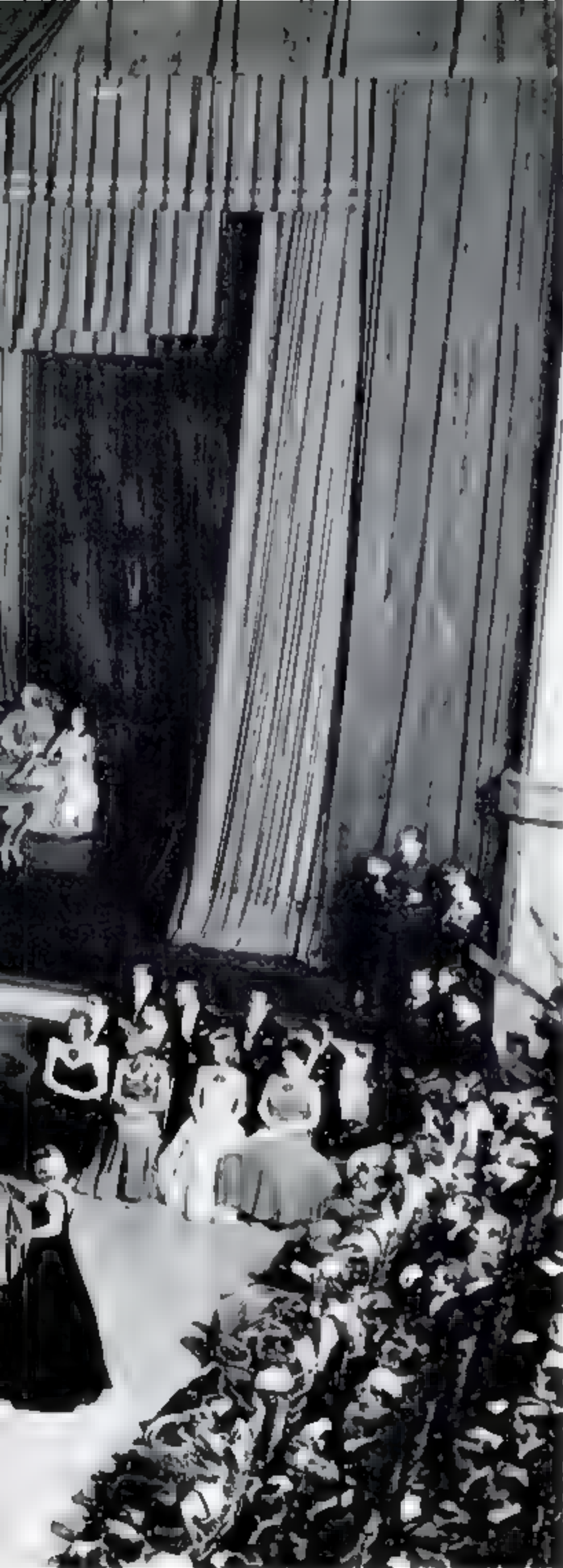
At dress auction Mrs. Banks Bertschmann hoists her long skirt to exhibit tulle top. The kitten arrived uninvited



Velvet hearts bearing perfume bottles were given as cotillion favors. Above, Misses Barbara Erstein and Daphne Nelson.



Cartoonist Peter Arno as Louis XIV was bored with his wig. Mrs. George I. Harris represented his queen, Marie Therese



STAGE REPRESENTS LOUIS XIV AND HIS COURT

THE VELVET BALL

The season's first assembly of 1938 debutantes



The party shown on these pages was the first large assembly of the season's new debutantes. Ninety-four of them took part in the Grand March and modified cotillion that followed. Financially it was a success. Every box and 1,300 tickets were sold, and the New York Infirmary for Women and Children was \$12,000 richer the next morning. As the traditional object of a debutante party, the presenting of eligible young men to marriageable daughters, it was probably a failure. The pace of New York life is such that most young men in active business have no time for deb parties. The college boys and recent graduates who make up present-day stag lines are for the most part out of work.

Sponsor of the ball was public-spirited Mrs. Frank A. Vanderlip but its success was due to a dynamic lady press agent, June Hamilton Rhodes, who used to be Ruth St. Denis' business manager and is now retained by three industries: velvet manufacturers, orchid growers, jewelers. This has brought her in much contact with debutantes, given her power to make or break them with photographers and columnists. As the Ball manager she persuaded Schiaparelli to donate small velvet hearts (see above) as favors, persuaded Ned Wayburn to guide the faltering feet of the debutantes through the pageant in return for free publicity.



WEARING VELVET, ORCHIDS AND JEWELS, JUNE HAMILTON RHODES DIRECTS THE VELVET BALL'S PAGEANT



Mrs. Frank A. Vanderlip attended a lobby casino for gambling with stage money, with Son Frank Jr. Few others did.



\$200 prize for best dress went to Mrs. Frank Henderson (center). Runners-up Marion Oates (right) and Eileen Balfe.



John Barrymore's daughter, Diana Blythe, bears a marked resemblance to her Aunt Ethel as she does a solo mazurka.

THE REHEARSAL

Page 42

The Debutante (continued)



NED WAYBURN PROFESSIONALS, IN CELLOPHANE HOOPSKIRTS, SHOW WALTZ STEPS TO DEBUTANTE'S BOY FRIENDS WHILE SHE WATCHES THE CAMERAMAN

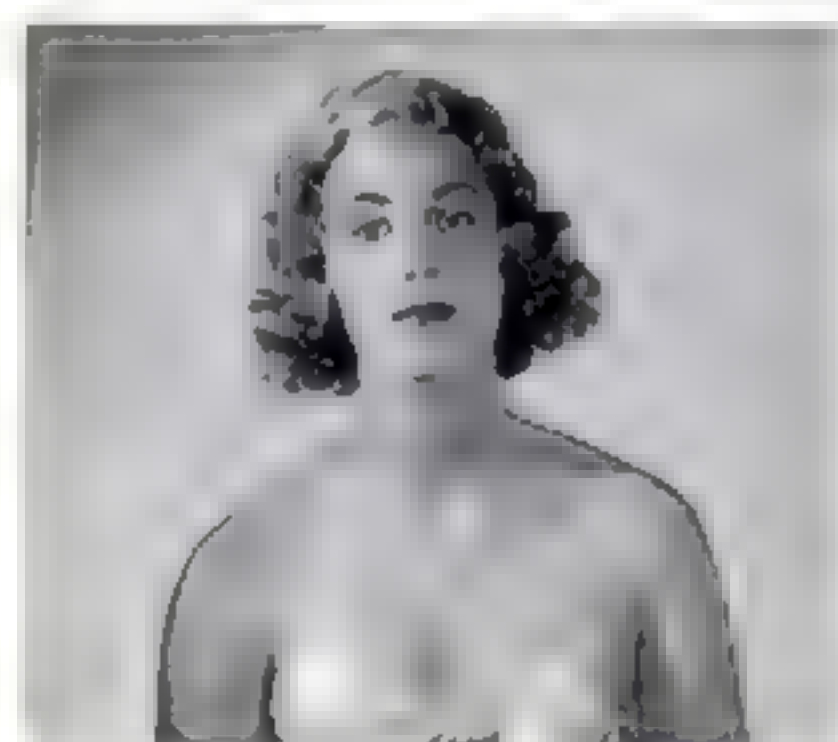


Brenda Frazier planned to attend in this rose dress. But she changed her mind, chose a strapless dress

DEBS WORK FOR PUBLICITY

Being a debutante has always been an exhausting business. In the new commercialized society of post-Depression New York, it is twice as hard work as before for a debutante's popularity with stag lines is largely dependent on the publicity she receives. In recent weeks New York debutantes have gone on a hayride, broadcast over WOR for the benefit of Blind Artists, sold at Saks 34th St. for a day, gone roller-skating for Altman's, given a fashion show in the Rainbow Room, and so it will go until Easter. For weeks before the Velvet Ball there were committee luncheons at the Stork Club and Armando's (debutantes leave El Morocco mostly to their parents), rehearsals at the Waldorf—all accompanied by the bright flicker of flash bulbs. The picture above was taken at the Ned Wayburn Studio the day before the Ball. Object of the rehearsal was to learn a waltz and the polka mazurka for the Ball's cotillion but it was difficult stepping among the photographers.

To bring publicity to the Ball, June Hamilton Rhodes posed the prettiest debutantes in velvet evening gowns borrowed from Fifth Avenue department stores. Not to neglect her other accounts, jewelry and orchids, Mrs. Rhodes saw to it that their dresses were liberally adorned with both. The pictures here are typical of the afternoon's results. To bring publicity to his dance academy, however, Mr. Wayburn put his instructresses in cellophane hoopskirts and scored a trump



Peggy Beadleston, who made her debut at a Piping Rock dance in June, is a recent horsewoman favorite



Rosemary Warburton, whose mother is the present Mrs. W. K. Vanderbilt III, went in dark brown velvet.



Margery Abbott of Glen Cove, one of the season's prettiest debutantes, learned a waltz at the Ball



TERRIFIC PICK-UP—new Nash "Hurricane Power". Even lowest priced models flash from 15 to 50 M.P.H. in 13 seconds! And with this performance, economy is even better than last year.



"CONDITIONED AIR" for winter driving—now made automatic! "Tunen" the comfort you want... "Weather Eye" keeps it constantly even.

SOMETHING'S GOING TO HAPPEN TO YOU

On the Road Today... a New 1939 Nash... with the Ride and Drive of Your Lifetime!

YOU'LL SEE it pass you on the road... sometime this week. A rush of wind... a silver streak, snaking ahead of traffic, silent as a shadow.

Then you'll know that the first new 1939 Nash is in town.

If you have hands that itch for the reins of a spirited thoroughbred... if you have pulses that leap at the sight of an air-liner nosing aloft... then you, too, will soon be driving a Nash.

In sober truth, *you have never had your hands on such a car in all your life.*

It has glamour... character. It is lithe and low and it's fire on four wheels.

Simply touch that throttle... and in three fast shifts you can break the hearts

of the best of them. A fourth speed forward is like "wings" on the car!

Want to try the Nash "Weather Eye"?

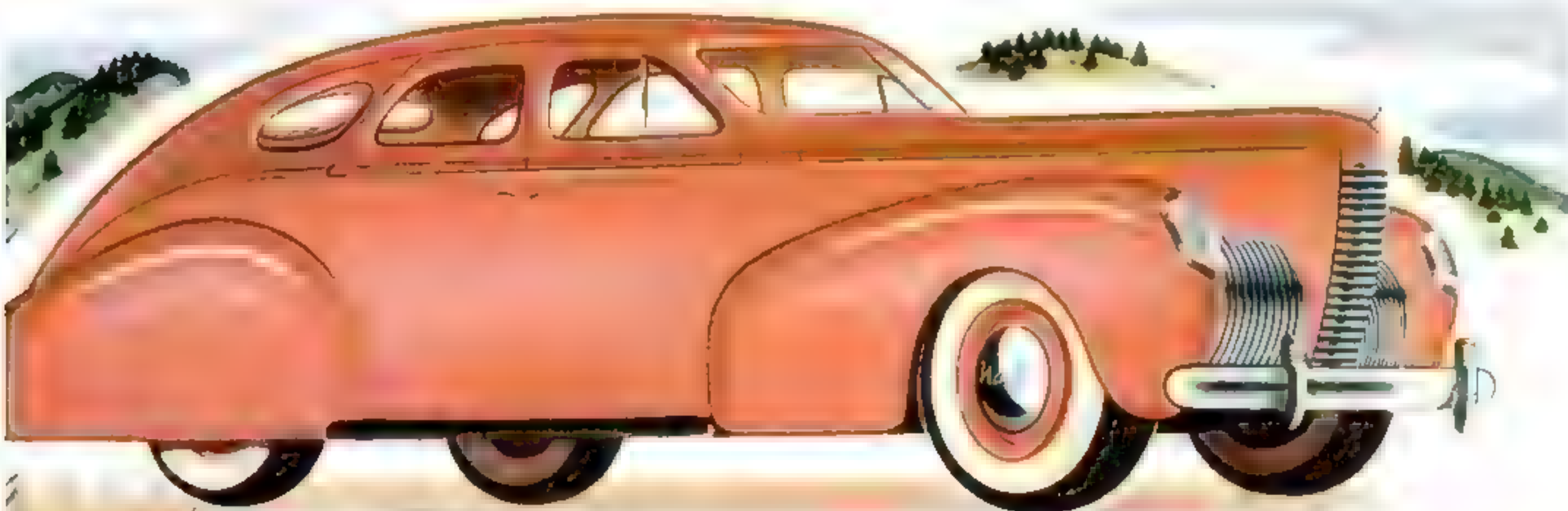
Just set that mysterious dial in front of you, and you can ride all winter long in the fresh, balmy air of June—*automatically* kept at your comfort level!

Ten of your old driving nuisances have been abolished. It starts, stops, shifts, and steers with new speed and ease.

Spacious interiors... seats like divans... exquisite appointments. Literally, a home on wheels... with even a double bed available!

It is, we believe, the world's most modern car. Certainly the most exciting! And prices are something to cheer about, too!

See your Nash Dealer. Drive this great car today. Nash Motors Division, Nash-Kelvinator Corp., Detroit, Mich.



NOW ON DISPLAY... Four Series of Great Cars... 21 Models... Nine of them Priced Right Next to the Lowest.



"LIVING ON WHEELS"! 500 miles a day is an easy journey. Then you can sleep in your Nash—in a double bed.

It's that New **NASH**

U. S. A. AUTOMOBILE PLATES, 1939

Next year owners of some 30,000,000 motor vehicles in this country will pay more than \$400,000,000 in State registration fees for license plates. Probably no one, not even a gasoline-station attendant, has seen in one year the automobile registration plates from all the 48 States.



ALABAMA: 357,000 CARS, 1 FOR 11.3 PERSONS



GEORGIA: 364,000 CARS, 1 FOR 9.3 PERSONS



MAINE: 150,000 CARS, 1 FOR 5.4 PERSONS



ARIZONA: 186,000 CARS, 1 FOR 3.6 PERSONS



IDAHO: 314,000 CARS, 1 FOR 4.3 PERSONS



MARYLAND: 331,000 CARS, 1 FOR 5 PERSONS



ARKANSAS: 174,000 CARS, 1 FOR 11.6 PERSONS



ILLINOIS: 1,665,000 CARS, 1 FOR 5.1 PERSONS



MASSACHUSETTS: 743,000 CARS, 1 FOR 5.3 PERSONS



CALIFORNIA: 2,130,000 CARS, 1 FOR 2.8 PERSONS



INDIANA: 815,000 CARS, 1 FOR 4.2 PERSONS



MICHIGAN: 1,300,000 CARS, 1 FOR 1.3 PERSONS



COLORADO: 232,000 CARS, 1 FOR 3.4 PERSONS



IOWA: 651,000 CARS, 1 FOR 1.9 PERSONS



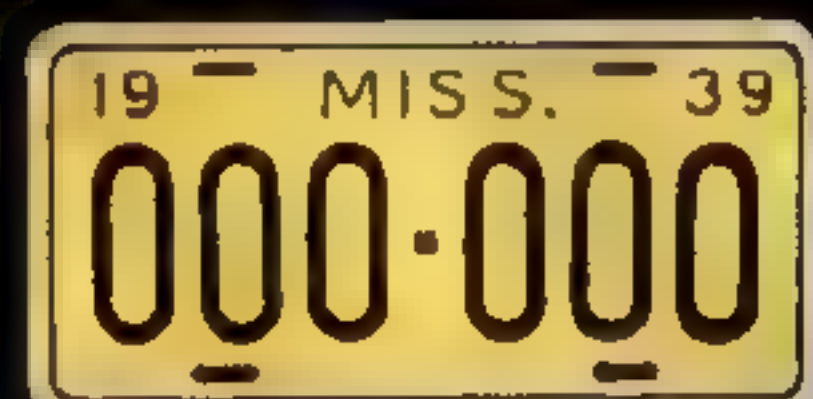
MINNESOTA: 754,000 CARS, 1 FOR 3.2 PERSONS



CONNECTICUT: 300,000 CARS, 1 FOR 4.7 PERSONS



KANSAS: 494,000 CARS, 1 FOR 1.9 PERSONS



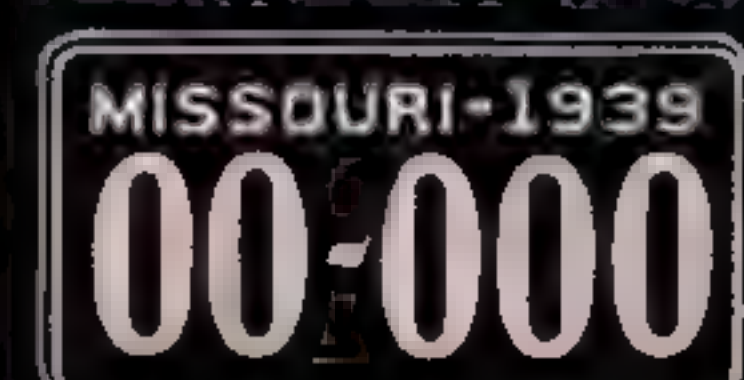
MISSISSIPPI: 173,000 CARS, 1 FOR 11.5 PERSONS



DELAWARE: 53,000 CARS, 1 FOR 4.9 PERSONS



KENTUCKY: 345,000 CARS, 1 FOR 6.4 PERSONS



MISSOURI: 702,000 CARS, 1 FOR 5.6 PERSONS



FLORIDA: 348,000 CARS, 1 FOR 4.7 PERSONS



LOUISIANA: 240,000 CARS, 1 FOR 6.6 PERSONS

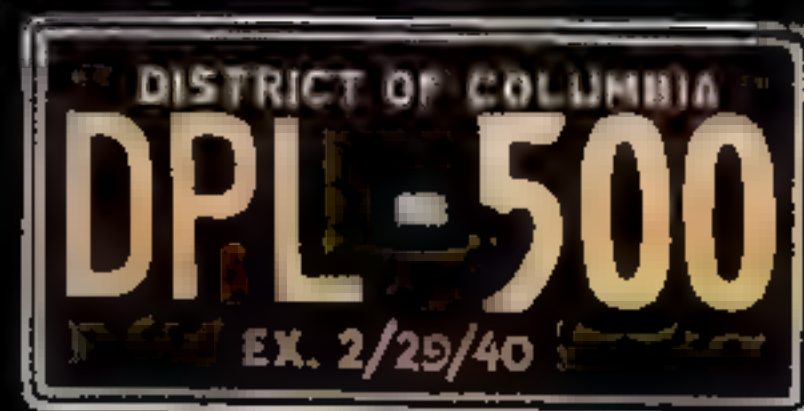


MONTANA: 135,000 CARS, 1 FOR 2.8 PERSONS

and the District of Columbia. For the innumerable license-plate spotters in the U. S., LIFE has collected these plates as they will look in 1939, shows them on these two pages.

In addition to the hundreds of millions of dollars in tax receipts, many States will

next year indirectly obtain an incalculable amount of revenue by use of license plates as an advertising medium. Thus California and New York will plug local world's fairs, Arizona a Franciscan friar, Wyoming a bucking cayuse, South Dakota its gigantic faces carved in mountainsides.



D. C.: 145,000 CARS, 1 FOR 3.7 PERSONS



NEBRASKA: 351,000 CARS, 1 FOR 3.9 PERSONS



OHIO: 2,000,000 CARS, 1 FOR 4 PERSONS



TEXAS: 1,217,000 CARS, 1 FOR 3 PERSONS



NEVADA: 22,000 CARS, 1 FOR 2.1 PERSONS



OKLAHOMA: 400,000 CARS, 1 FOR 5.6 PERSONS



UTAH: 201,000 CARS, 1 FOR 4.9 PERSONS



NEW HAMPSHIRE: 10,300 CARS, 1 FOR 5.1 PERSONS



OREGON: 200,000 CARS, 1 FOR 2.4 PERSONS



VERMONT: 30,000 CARS, 1 FOR 4.9 PERSONS



NEW JERSEY: 102,000 CARS, 1 FOR 4.9 PERSONS



PENNSYLVANIA: 2,759,000 CARS, 1 FOR 5.6 PERSONS



VIRGINIA: 372,000 CARS, 1 FOR 7.3 PERSONS



NEW MEXICO: 90,000 CARS, 1 FOR 4.6 PERSONS



RHODE ISLAND: 149,000 CARS, 1 FOR 4.6 PERSONS



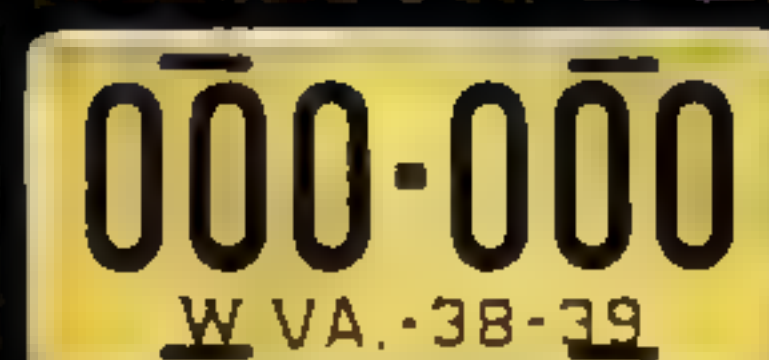
WASHINGTON: 611,000 CARS, 1 FOR 3.6 PERSONS



NEW YORK: 2,234,000 CARS, 1 FOR 5.5 PERSONS



SOUTH CAROLINA: 251,000 CARS, 1 FOR 7.4 PERSONS



WEST VIRGINIA: 240,000 CARS, 1 FOR 7.4 PERSONS



NORTH CAROLINA: 450,000 CARS, 1 FOR 7.7 PERSONS



SOUTH DAKOTA: 150,000 CARS, 1 FOR 4.4 PERSONS



WISCONSIN: 753,000 CARS, 1 FOR 4.1 PERSONS



NORTH DAKOTA: 141,000 CARS, 1 FOR 5 PERSONS



TENNESSEE: 342,000 CARS, 1 FOR 5.1 PERSONS



WYOMING: 85,000 CARS, 1 FOR 3.6 PERSONS

"We have occasion for Thanksgivin' in Scotland, too!"



YET give thanks for the good things in life, and a Scot—every time he sips a Johnnie Walker and Soda—gives thanks for that day in 1820 when the genial gentleman in the red coat first made his appearance on the heathered countryside! For there's no finer whisky than Scotch, and Johnnie Walker is Scotch at its superb, mellow best. Pour a wee bit . . . lift it to your lips. Right? Among the wur-rld's great Scotches, Johnnie Walker sets the pace!



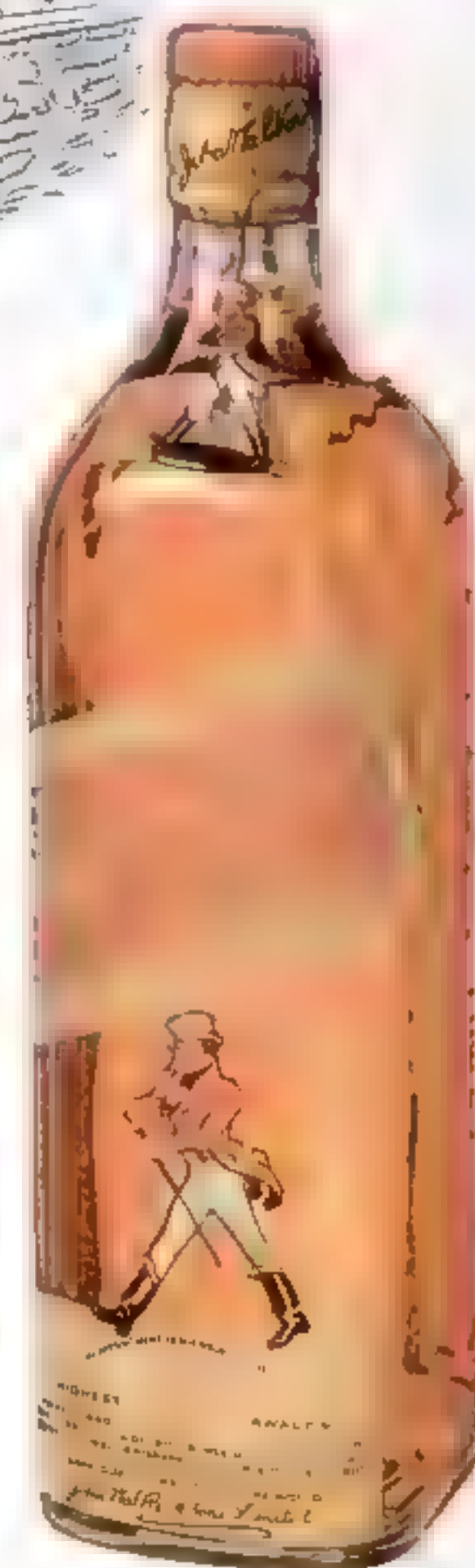
BLACK LABEL
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IT'S SENSIBLE TO STICK WITH

JOHNNIE WALKER

BLENDED SCOTCH WHISKY



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Copyright 1938, Canada Dry Ginger Ale, Inc., New York, N. Y., importers of JOHNNIE WALKER Red Label and Black Label Blended Scotch Whiskies



Earl Carroll's "Miss America" is Claire James who will exhibit herself in his show. Miss James was runner-up in this

year's Atlantic City contest but Mr. Carroll, branding the judges as incompetent, crowned her his "Miss America."

A PICKER OF BEAUTIFUL GIRLS TRIES A COMEBACK

Earl Carroll, once great in his own world, is making a comeback. Backed by such names as Darryl Zanuck and Walt Disney, the famed producer of the *Vanities* will open a theater-restaurant in Hollywood. To patrons, Carroll will offer food, drink, dancing, floor shows and, above all, beautiful girls. His selection of girls for his show is recorded on these pages.

Earl Carroll is the man who hung over the stage entrance of his theater the sign: "Through these portals pass the most beautiful girls in the world." Except for Ziegfeld, no man in the 1920's had so great a reputation for picking lovely girls. Carroll's girls did not have to dance or sing or talk or even listen with any semblance of understanding. They simply had to have beautiful bodies and be willing to display them freely. Some of them became famous—Eileen Wenzel who sued a beer heir for \$250,000, Marcelle Edwards who married Tommy Manville and is now Mrs. Jay Carlisle Jr. of Long Island society.



Earl Carroll inspected all of the candidates. He was looking not for ability but for a fair face and a pretty body.



Prettiest girls were picked out by news photographers who took their pictures and then, as above, took their names.

CONTINUED ON NEXT PAGE

(continued)



Seven hundred girls showed up at Mr. Carroll's call, marched around for photographers, sat around watching others being judged. Most came in bathing suits. The naive few who wore street clothes were told to come back later and in bathing suits so that Mr. Carroll could get an accurate idea of what he was choosing. From them Carroll chose 160 girls,

will eliminate more than a hundred more before his show opens. Mr. Carroll says that his theater-restaurant, which will be much like Manhattan's International Casino, will cost \$500,000. It will seat 1,000 diners, have two revolving stages. Hollywood, having seen other big Broadway-like night clubs fail, is skeptical of the success of Mr. Carroll's project.



The lucky girls who were picked in the first elimination happily gave their names and addresses to Carroll's assistants.



An air of demureness was assumed by many of the girls, like those above. All smiled coyly at Carroll when he came by.



Fur wraps were sported by a few girls. This beauty, wearing one over her bathing suit, is Ann Roberts, movie extra.



Claire James, Mr. Carroll's "Miss America," came to pose for pictures. From Minneapolis, Claire moved to Los Angeles five years ago, has worked in the movies.



A stunning figure is a great help to Claire James in her stage career. She is 5 ft. 5 in. tall, weighs 118 lb., has pretty hazel eyes and a beautiful olive complexion.

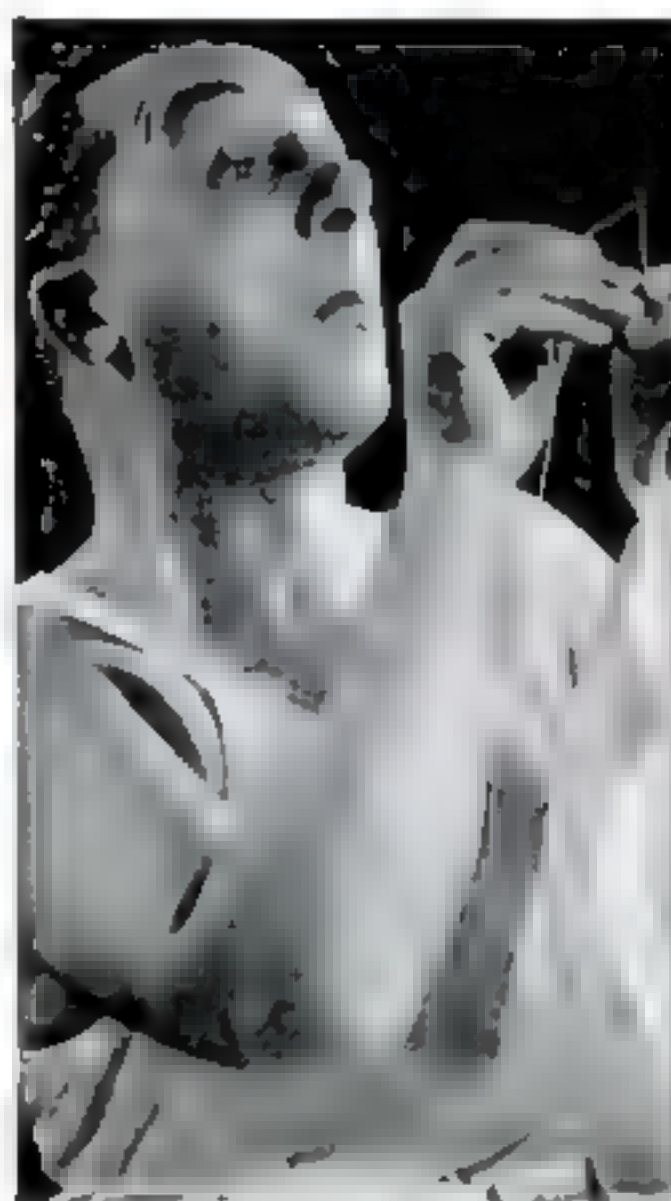
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WHEN YOU SWITCH TO ARROW!**



1. NO MORE SHIRTS that come back from the laundry Junior's size. Every Arrow is Sanforized-Shrunk (Our Patent No. 1,734,890). Your shirt is *guaranteed* to stay your size!



2. NO MORE POTATO-SACK FITS. Arrow shirts have the exclusive "Mitoga" better-fit—cut to the shape of a man's body . . . cut to eliminate bunching at the bosom.



3. NO MORE AMATEUR NEEDLEWORK. Arrow shirts have the unique button stay (Our Patent No. 1,871,355) that *anchors* the buttons to your shirt once and for all!



4. "AH, WHAT A HANDSOME SHIRT!" Everyone admires Arrow's perfect tailoring. Arrow is America's No. 1 Men's Stylist. Get Arrow shirts at your Arrow dealer's tomorrow. \$2, up.

ARROW SHIRTS

Sanforized-Shrunk—a new shirt free if one ever shrinks

SPORTS



PITTSBURGH'S DREAM BACKFIELD: STEBBINS, GOLDBERG,

CHICKERED AND CASSIANO, WITH COACH SUTHERLAND



PITT PANTHER CHEERFULLY SWALLOWS A CHEERLEADER

GREAT PANTHERS SPRING FROM TOWER OF LEARNING

On the opposite page stand four young men who, three and a half years ago, left home to go to college. They went to the University of Pittsburgh, whose main building is the 42-story cathedral tower (right) which rises high and Gothic over the murky steel city. Under Pittsburgh's football coach, Jock Sutherland, these four were welded into the greatest football backfield in the land. They have become more famous and, in Pittsburgh, more cherished than even their skyscraper Cathedral of Learning, of which the city is immensely proud.

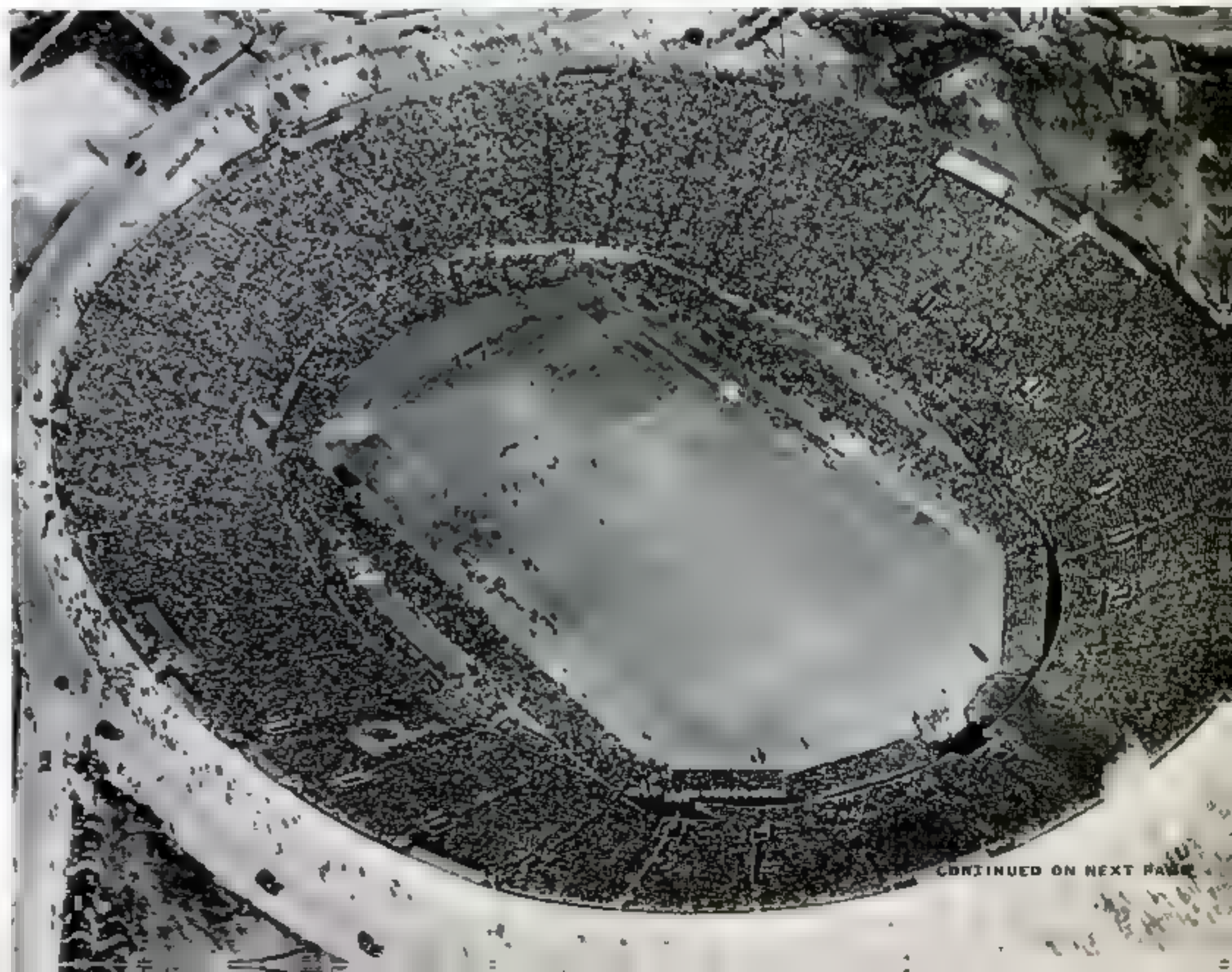
Only one of the four, Harold Stebbins, has parents who were born in the U. S. Stebbins' father is chief State highway clerk in Williamsport, Pa. Blond and square-jawed, Stebbins is a lazy lad who likes to croon with jazz bands. Best player of the four is All-American Marshall Goldberg, a soft-spoken, black-haired Jewish boy from the mountains of West Virginia who writes poetry for college magazines and hopes to be a football coach when he graduates. John Chickerno of Warren, Ohio, whose father was Rumanian, is an irrepressible practical joker who studies conscientiously to become a petroleum engineer. Best student in the backfield is Italian Richard Cassiano, son of an Albany, N.Y. chef. His grades average A-minus.

These four, all seniors now, came to college frankly to play football. Just what inducements, if any, Pitt might have offered are not public record. Some holders of athletic scholarships, according to estimates, get enough to cover board and tuition, plus a little cash. Individually, the four boys have been brilliant performers. Each one is a top-notch backfield player, able to run, block, tackle, pass or kick. As a unit, the backs make up a "dream backfield," the best since Notre Dame's 1924 Four Horsemen. In their first six games this year, playing behind a superb line, they gained 1,900 yd., made 79 first downs, scored 158 points. Until they were upset by Carnegie Tech on Nov. 5, the Pitt Panthers stretched their unbeaten streak to 22 games. No other current backfield can match these records.



The centers of the University are Cathedral of Learning (above) where 11,500 students study, and the Pitt Stadium

(below). Oct. 20, 70,000 people, largest sport crowd ever assembled in Pittsburgh, watched Pitt beat Fordham 24-13.



CONTINUED ON NEXT PAGE



NO VOICE IS RAISED ABOVE A WHISPER IN THE VAULTED COMMONS ROOM



FOUR STORIES HIGH, THE COMMONS COST \$450,000, REQUIRED 5,400 TONS OF STONE

PITT'S UNFINISHED CATHEDRAL

The University of Pittsburgh is wondrous testimony to the driving force and strange aspects of the great American dream of mass education. Twenty years ago, Pittsburgh had a meager plant. In 1921, John Gabbert Bowman, a lean midwestern educator, was made Chancellor. Bowman combined a stubborn mysticism with the ability to raise money in great chunks. From the industrialists of Pittsburgh, he extracted millions. From the schoolchildren, he took pennies. When he had \$10,000,000, he put up his Cathedral of Learning. His hope was that the sheer height of the tower would raise students out of their small selves, turn their ideals ever upwards.

Fine as it may seem spiritually, this concept has its inconvenient side. To change classes, students have to jam themselves into elevators. Before the building was finished, money gave out. Most of the classrooms are still unplastered, the top six floors are unused. Architecturally, the University has a certain Gothic impressiveness. But in their surroundings, the students seem out of place. The smartly dressed co-eds and boys in suits or varsity sweaters, getting out of their trolleys and walking briskly into the elevators, seem like so many businessmen and women going to work in skyscraper offices.



The Tuck Shop carries out Pitt's Gothic atmosphere with pillars, big Gothic windows. Here students may buy hamburgers, chewing gum or soft drinks, play chess between classes.



The medieval designs on the tower are done by Stone-carver Joseph Gottoni who was brought especially from New York, given a life's job hewing the Cathedral of Learning's stone.



CLASS ROOMS ARE STILL BARE AND UNFINISHED. ONLY 21 OF 34 ARE COMPLETED



PRETTY PITT CO-EDS LIVE AT HOME, COMMUTE TO SCHOOL BY TROLLEY



Working their way through college, these football players wash Pitt's Gothic windows. Others run elevators, sweep corridors. Holders of athletic scholarships are supposed to do manual work as well as play football.



Marshall Goldberg holds court after a game in the Phi Epsilon Psi house, a Jewish fraternity. Though the members of the backfield work beautifully together on the

field, they see little of each other off the field. Pitt has few dormitories. Most out-of-town students live in shabby buildings turned into frat houses, or in boarding houses.

MOVIE OF THE WEEK:

The Young in Heart

Two schools of thinkers—realists vs. escapists—argue about the movies. Those who believe the films should offer “pure entertainment” and escape from reality will welcome *The Young in Heart*. Nothing humdrum ever befalls the jaunty Carleton family who disdain honest labor, live solely by their wits and their charm. Kicked out of Monte Carlo for a little habit of hiding cards up their sleeves, the Carletons rescue a rich old lady from a train wreck. In fairy-godmother style, she invites them to live with her, proceeds miraculously to reform their engagingly crooked characters by her faith in human nature.

To act this frankly sentimental tale, Producer David Oliver Selznick assembles a rare cast of expert and familiar comedians. The bogus Col. Carleton, “late of the Bengal Lancers,” is Roland Young, his giddy wife Billie Burke. Sharing the family distaste for honest labor are their two debonair children, Janet Gaynor and Douglas Fairbanks Jr. Less familiar, but no less expert at acting are Paulette Goddard and Richard Carlson, a newcomer, who team up with the younger Carletons to end this pleasantly fantastic yarn with a double wedding.



1 Roland Young's family of rogues meets a rich old lady (Minnie Dupree) on a train. Just kicked out of Monte Carlo as cardsharps, they are hungry, broke and gunning for prey.



3 Into her elegant old London mansion the entire roguish family is invited by their grateful new friend. They plan to stay and inherit the old lady's wealth.



4 Pretending to be honest folk, Douglas Fairbanks Jr. and Roland Young hunt jobs, come to an automobile showroom.



5 An unexpected success at selling hats, Young is soon promoted to



7 To court his pretty boss, he takes her on a bicycle ride. Meanwhile, goaded by her open contempt, he has started studying engineering at night.



8 Together they buy a pet for the kind old benefactress of whom he has secretly become fond.



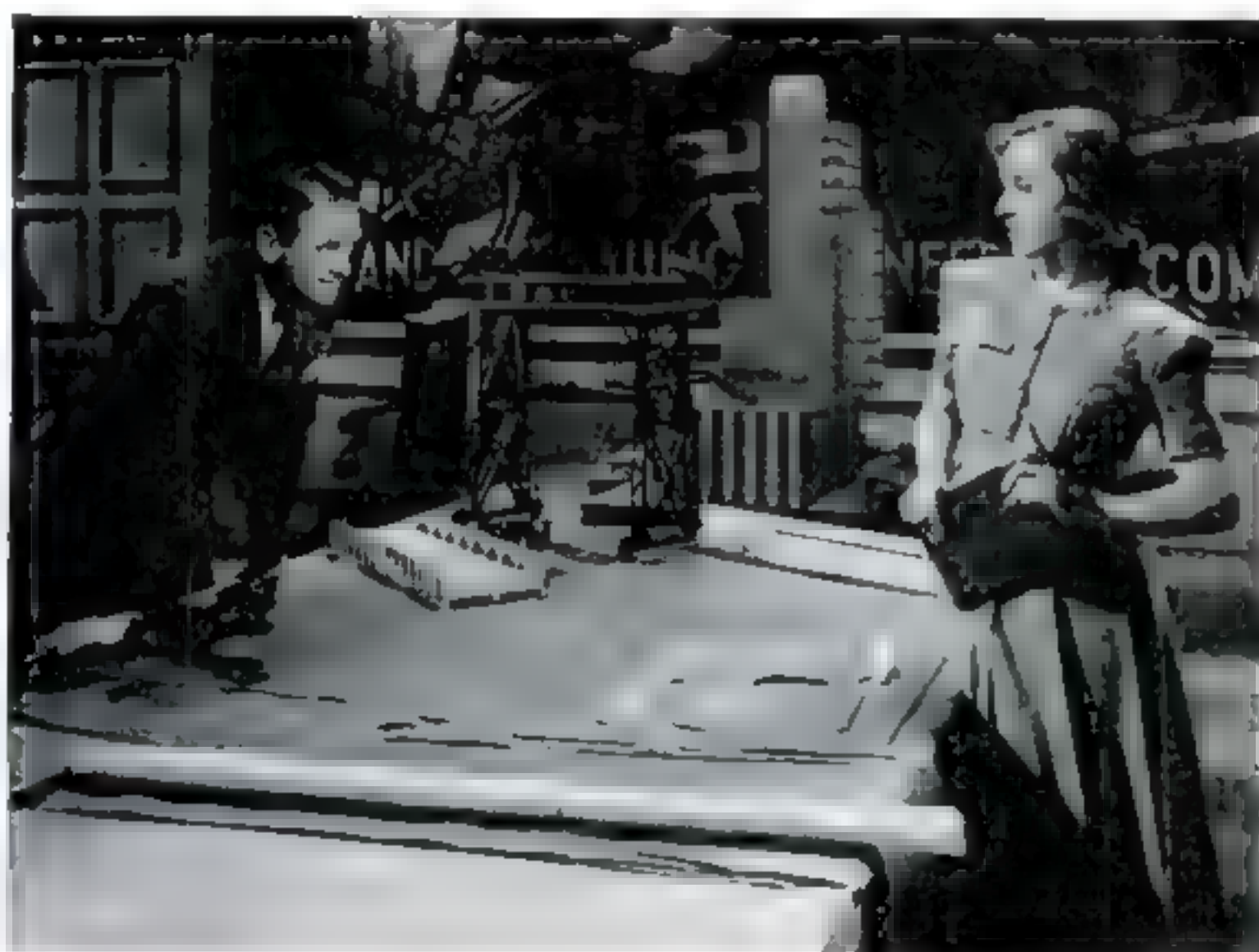
9 Tragedy strikes the family when the old lady. They sit up all night near her sick bed, suddenly



2 In a train wreck they manage to save the old lady's life. Beside Janet Gaynor stands Richard Carlson, her honest Scotch suitor, who is continuously pursuing her, upbraiding her and leaving her "forever."



streamlined "Flying Woman" London sales manager.



6 Also shamed into job hunting, Fairbanks lands in an engineer's office. He is hired at two quid (\$10) a week to open mail for Paulette Goddard who calls him too handsome.



collapses at a party. realise they love her.



10 A toast marks the recovery of the kind old lady, who has meanwhile lost her money. Reformed by her faith, the former rogues give her a home in their modest cottage.



Without benefit of Charlie Chaplin

Since the day Charlie Chaplin lifted her from obscurity to become his leading lady in *Modern Times* (1936), Paulette Goddard has moved in a cloud of rumor. By rumor she is Chaplin's wife. By rumor she is a leading candidate for Scarlett O'Hara in *Gone With The Wind*. By rumor she is to divorce Chaplin this winter in Reno.

Now Paulette Goddard makes her first public appearance to dispel the rumor that she cannot act without benefit of Charlie Chaplin or succeed in talking roles. In *The Young In Heart*, she emerges as a dynamic, straightforward personality, eminently good to look at and forceful in voice, clearly booked for success.

KANSAS CITY ROUNDS UP 12,000 SCHOOLCHILDREN FOR SAFE AND SANE HALLOWEEN



WORLD'S BIGGEST PIG WILL GLORIFY LIVESTOCK SHOW IN LOS ANGELES

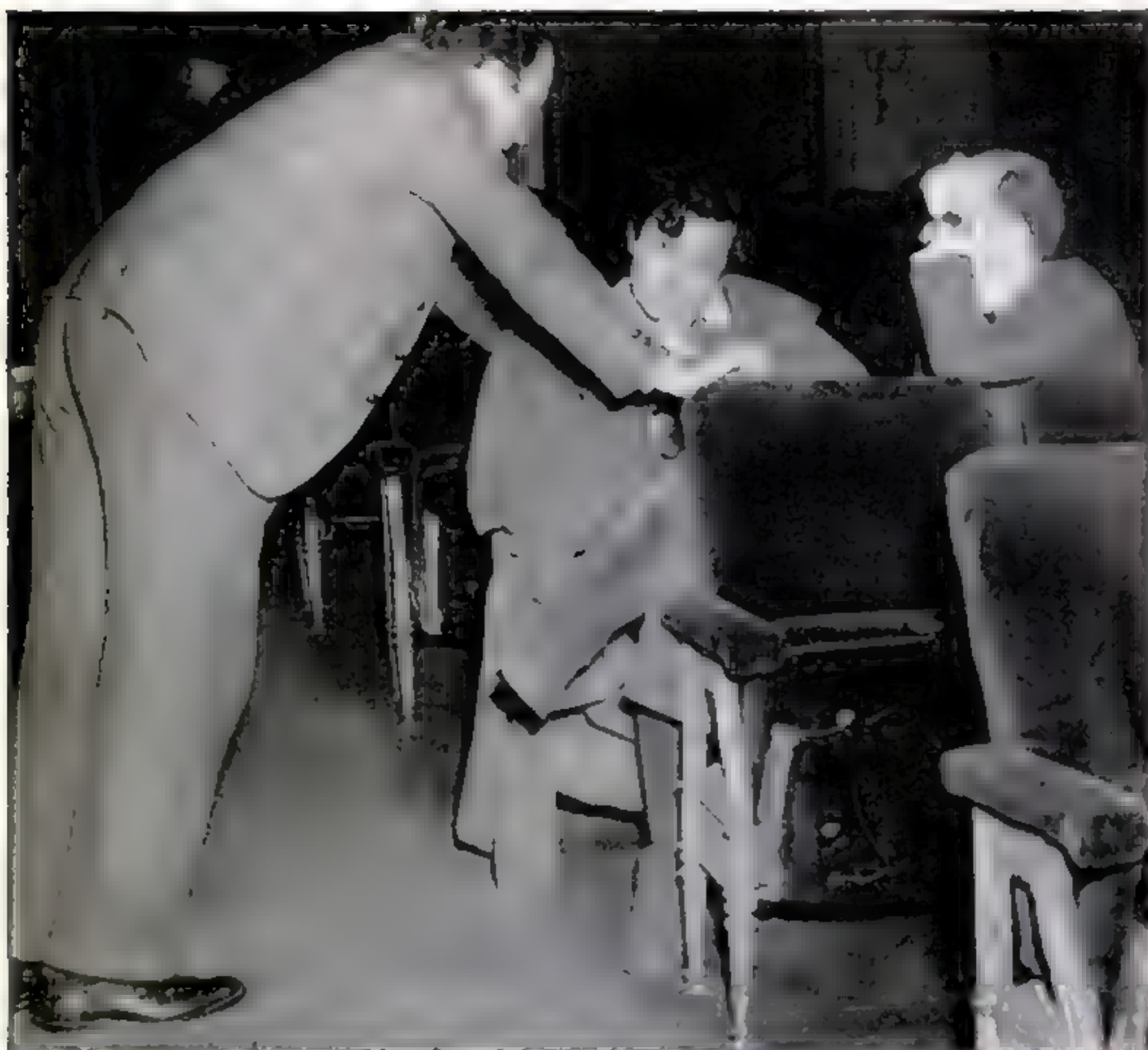


↑ Oregon, unchallenged claimant to the title of "World's Largest Pig" will lend distinction to the porcine section of the 19th Annual Great Western Livestock Show opening in Los Angeles, Nov. 20. Descendant of an eminent line of Poland China aristocrats, Oregon is now 6 years old, weighs 1,074 lb., lives in a cheery pen at Mrs. J. L. Dunlop's Ramona Belle Ranch, Chino, Calif. His temperament ranges from depressed lethargy to a kind of truculent indecision. At times he has been known to froth at the mouth when goaded into posing for photographers. Owner Dunlop sums up Oregon's character as "Onery but not vicious." Small pigs like the one above he invariably ignores.

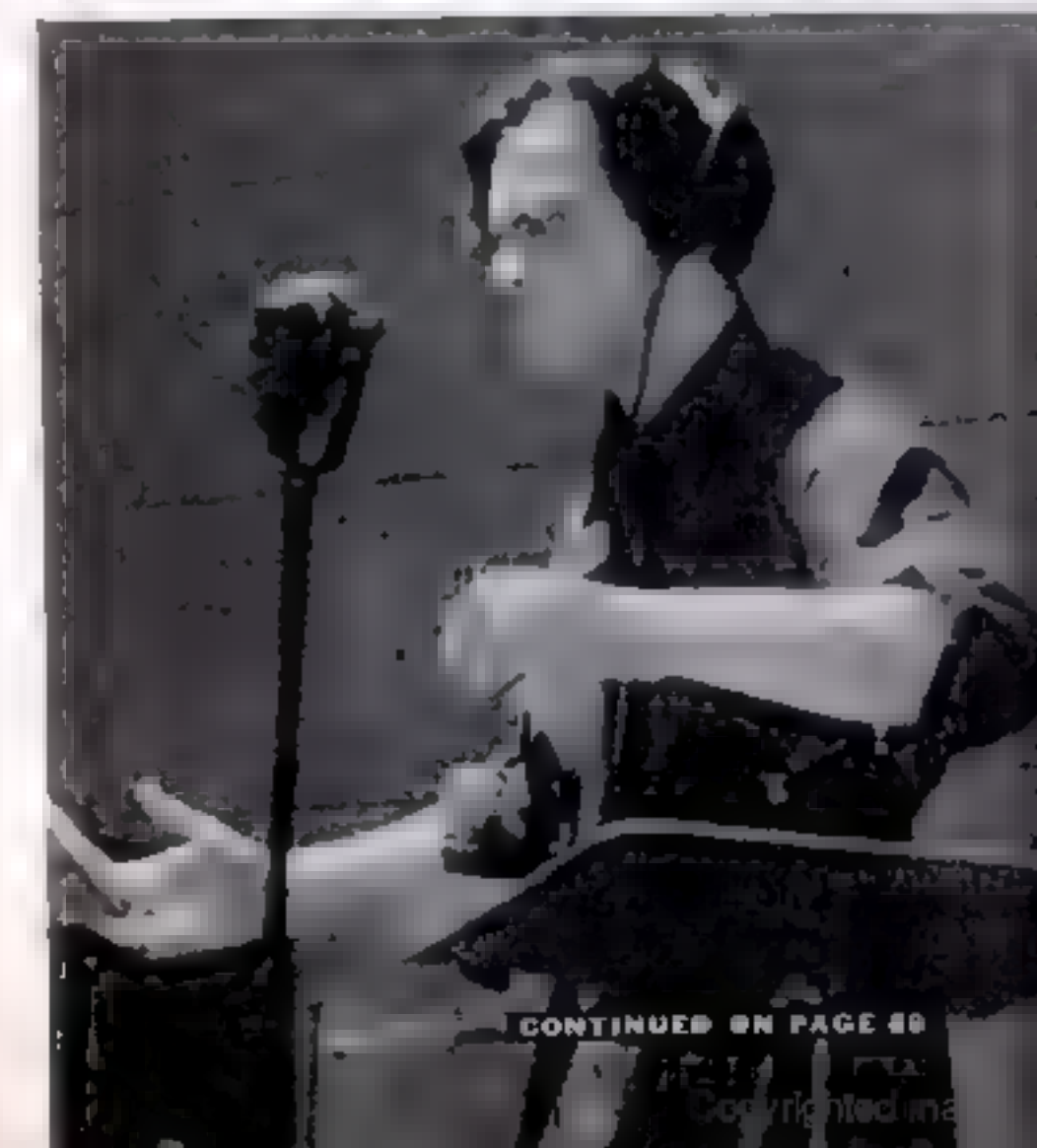
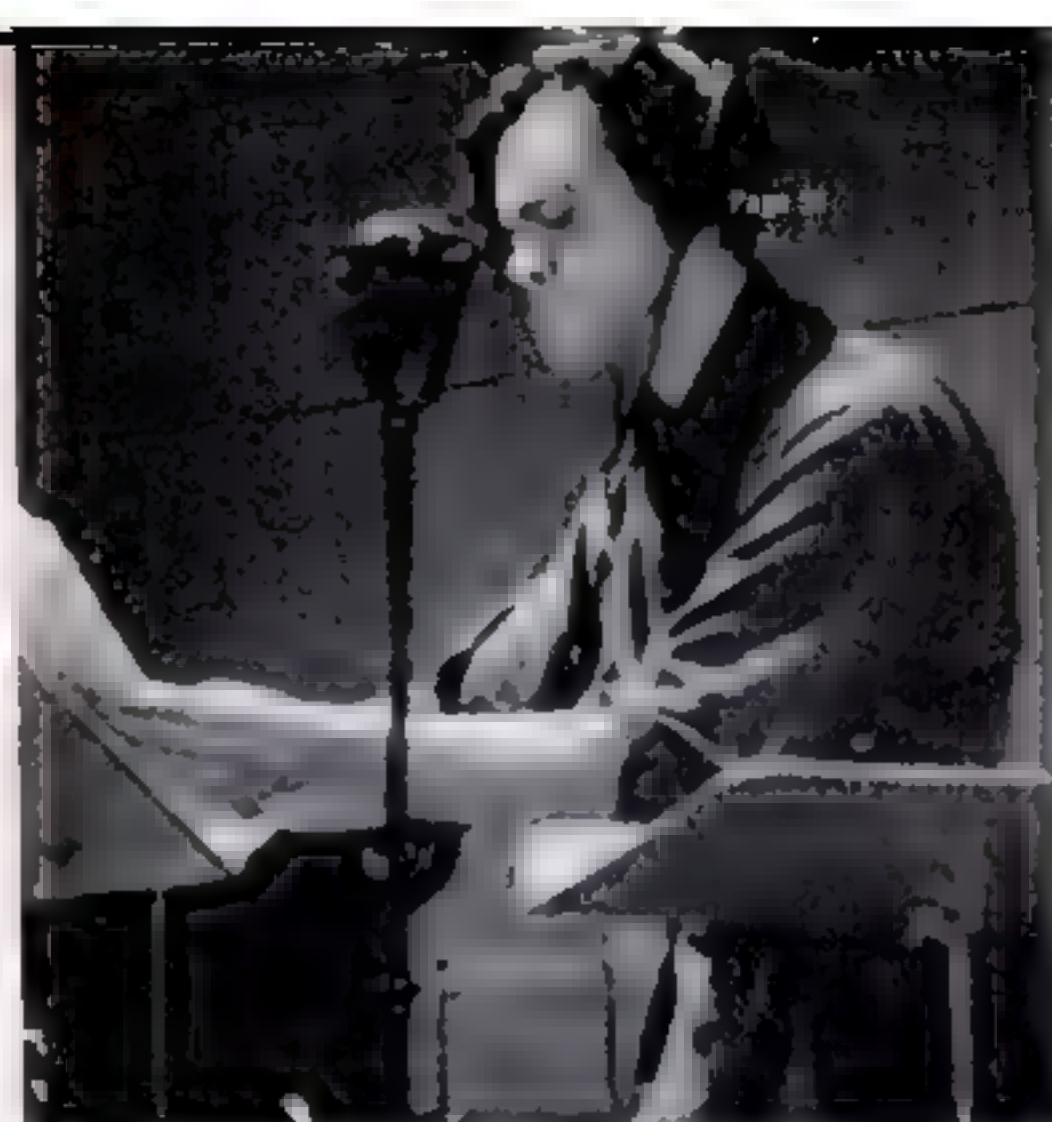


KEEPER BERT HITCHCOCK PERSUADES OREGON TO ELEVATE HIS PROFILE FOR THE CAMERA

← The horseplay of Halloween is as disagreeable to most U. S. citizens as its mystic orange-and-black traditions are charming. Recently a few communities have acted to forestall the strictly native comedy of privy-tipping, door-daubing, flour-flinging that annually descends upon most of the country with the dusk of All Hallows Eve. Municipal celebrations woo children from the delights of vandalism. Biggest Halloween parties of 1938 took place in Boston and Kansas City where thousands of boys and girls participated in costume parades, apple-bobbing contests and organized games under the watchful eye of local police. At the left you see a few of the 12,000 children from elementary schools in Kansas City's safe and sane Goblin Parade.



ORSON WELLES IN COSTUME (CENTER) AND HIS MERCURY THEATRE PARTNER JOHN HOUSEMAN (LEFT) DISCUSS A REHEARSAL



TERROR PLAYS ARE ORSON WELLES'S MEAT



AT 3, ORSON WELLES WAS THIS PATRIOTIC BOY



AT 22, ORSON WELLES WAS RADIO'S "SHADOW"

Though it was Orson Welles, the radio director (right), who crashed the front pages with the story of the month, Orson Welles, the stage director, has long made headlines in the theater sections. Scarcely past his majority, he has acted and directed some 50 plays, run Broadway's only repertory theater, earned as high as \$1,700 a week on the radio. He smiles when doubting reporters wire Kenosha, Wis., to verify the 1913 date on his birth certificate.

Son of an inventor and a concert pianist, George Orson Welles made his theatrical debut before 10 as Peter Rabbit in Chicago's Marshall Field's. At 13 he was directing the Troupers at progressive Told School for Boys, Woodstock, Ill., where he produced 30 plays. At 16 he was touring Ireland in a donkey cart, posing as a Theatre Guild star to secure Dublin theater roles. At 17 he was editing *Everybody's Shakespeare*, which has sold 90,000 copies to schools. At 18 he was playing leads opposite Katharine Cornell. At 19 he was running the Woodstock, Ill., Drama Festival. At 21 he was terrorizing WPA audiences with a Haitian *Macbeth* and a Freudian *Dr. Faustus*. At 22 he was terrorizing radio listeners with his sepulchral *Shadow*, the detective. Terror again characterized his productions of *Julius Caesar* and *Heartbreak House* when he launched the Mercury Theatre last year and made it the most exciting new adventure on Broadway. A big, heavy, flat footed youth, with a booming voice, a fast and fertile mind, Orson Welles is ranking candidate for the theatrical supremacy once held by great German Producer Max Reinhardt.



HOPE FOR WOMEN AFRAID

MOST WOMEN drift toward change of life with fear and dread in their hearts.

Change of life is a difficult period for any woman. The changes taking place within her are often bewildering and alarming. She is likely to feel that her charm is gone and that the golden days of her womanhood are irrevocably past.

Yet the truth is that such fears and broodings are, to a large extent, without foundation. They are a hold-over from former days, when change of life was a merciless tyrant to so many women.

But today the tyrant's grip is broken. Medical science knows a great deal more about menopause (change of life) than in the days of our mothers. What is more important, medical science today can *do* a great deal more about it. That's why the doctor now can offer every woman both hope and help at this crucial time.

If you are approaching the age of the menopause (it commonly begins between the ages of 45 and 50) consult your doctor. If you have already noted anything which might mean such a change is in progress by all

means see him without delay.

Your doctor can materially alleviate physical distress; can give comfort to the body and peace to the mind through the entire period of transition and adjustment. He can show you how the years that follow the menopause frequently can be the happiest, most useful, and most rewarding years of a woman's life.

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Perfection of Blended
SCOTCH WHISKY



86 PROOF



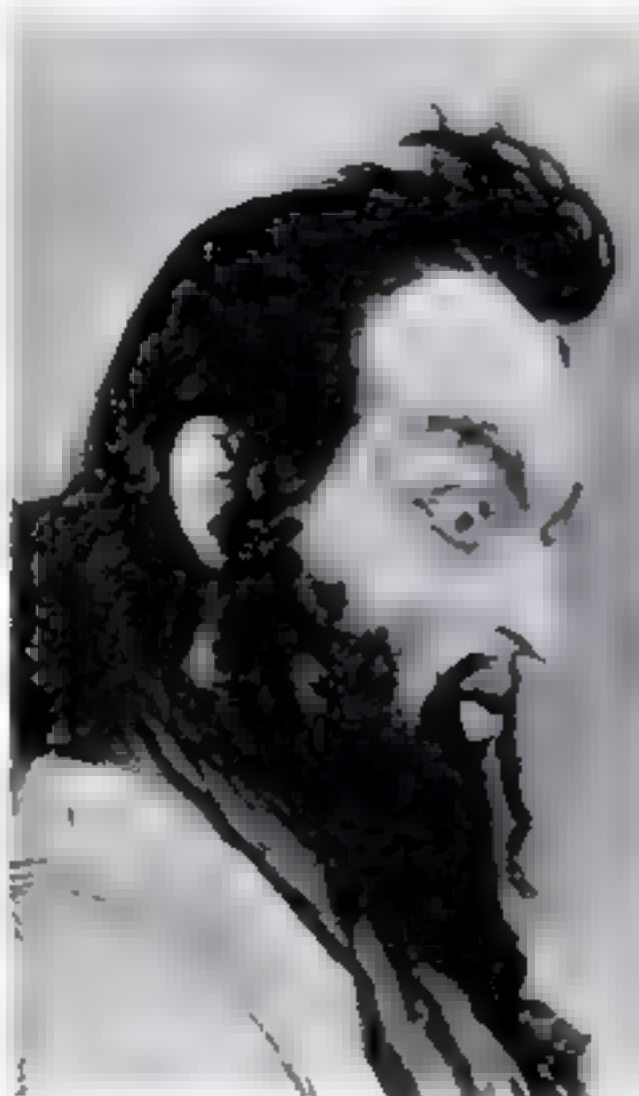
When there's tang in the crisp fall air, Teacher's friendly warmth is pleasant. Smooth, hearty body makes Teacher's a welcomed Scotch year 'round.

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the flavour*

Made since 1830
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Orson Welles (continued)



As Svengali, Orson Welles wore a fiendish make-up in a 1934 revival of *Tribby*.



As Richard III he was hunchbacked & sinister in a Todd School production.



In Tsar Paul, as a Russian general, he was gruesome at Woodstock, Ill., 1934.



As Faustus he made terrible faces in a WPA production of Marlowe's classic.



As Capt. Shotover in *Heartbreak House* he predicted disastrous end for England.



As St. Just in his current play he plots death of French Revolutionist Danton.



HAIR TONIC BARGAIN! For a limited time only, you can get a full 60¢ bottle of the new Wildroot-with-Oil for only 1¢ with purchase of another at regular price! Don't miss this sensational 1¢ offer.



FOR BETTER LOOKING HAIR
The famous Wildroot Hair Tonic forms a protective coat for the hair, keeps it from becoming brittle and falling out. It checks premature baldness. Get this bargain today at any drug store in the U. S. or Canada. Professional approval.



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PAIN INSTANTLY RELIEVED

Dr. Scholl's Zino-pads instantly relieve pain, quickly remove corns. Put them on sore toes caused by new or tight shoes and you will stop corns before they can develop. Soothing, healing, safe, sure. Cost but a trifle. Sizes for Corns, Callouses, Bunions, Soft Corns between toes. Sold at all Drug, Shoe and Dept. stores.



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Overblooming — world's finest variety — two year old, field grown, bud set on strong healthy stock, guaranteed true to name. All popular favorites including some new and patented varieties. Write for free illustrated booklet. "Hints on Care and Culture of Roses." **McCLUNG BROS. ROSE NURSERY, Tyler, Texas**



The Morning After Taking Carter's Little Liver Pills

THE COLUMNISTS DELVE INTO RADIO PANIC AND FIND "ETERNAL TRUTHS"



WALTER WINCHELL

For U. S. columnists, who have supplanted editorialists as chief commentators on the news, the radio broadcast that threw the nation into panic, made students faint, and drove families from home was the chance of a lifetime. They wrote miles of copy warning, blaming, praising, wisecracking, explaining and deducing eternal truths. Each reacted in magnificently characteristic fashion. The only thing they all agreed on was that the hysteria revealed an alarming state of mind.

Between them they blamed everybody from Adolf Hitler to Franklin D. Roosevelt and everything from war scares to depressions, mass stupidity and "diabetes"—a disease of the hand that makes radio listeners skip from station to station. Between them they spanked the radio, advised broadcast supervision, feared censorship, deplored demagoguery, urged national defense. And while the press was drubbing its competitor, the radio, for failure to grow up, the radio itself was so aqueamish it refused to broadcast the title of Broadway's musical hit *Hellzapoppin*.

To Walter Winchell, highest-paid and widest-read of the column pundits, "the Welles broadcast scare becomes more amazing when you realize that the Buck Rogers dramas on the networks have been doing the same thing (fantastic stuff from Mars) for years—and nothing ever happened . . . perhaps because Rogers' listeners are children—not grownups." Another Winchell footnote is the account of how, upon interrupting his own broadcast to announce that there was no disaster in New Jersey, he was deluged with telephone calls asking: "What disaster?"



DOROTHY BROMLEY

While Gen. Hugh S. Johnson held the broadcast up as "unintended assistance to the President's great defense program," Dorothy Dunbar Bromley of New York's anti-Fascist *Post* took Hitler to task for "spreading this fear over the world of war birds."

Good sense came from a *Christian Science Monitor* editorialist and from radical pundit Heywood Brown who—strangely eye to eye—saw fear of radio censorship. "I'm still scared," wrote Brown, "because the next radio invasion is likely to be an expedition of censors. We have far more to fear from the silhouette of the censor than from the shadow of Orson Welles."

Most philosophical commentaries came from Dorothy Thompson and Walter Lippmann who, in close-packed double columns, examined the panic's sociological aspects. For Miss Thompson the broadcast made a springboard for a characteristic attack on "Hitlerism, Mussolinism, Stalinism, anti-Semitism and all the other terrorisms of our times." Still, she would grant Orson Welles a Congressional medal for having "cast a brilliant and cruel light upon the failure of popular education . . . proved how easy it is to start a mass delusion."

Even more characteristic was the reaction of Lippmann who saw in the story of the month an "ever-widening separation from the elementary facts, the elementary truths, the elementary necessities of human existence." People who have "lost their roots in the earth beneath them and their knowledge of the fixed stars above them" are, to Lippmann, a "spiritual proletariat," whose "volcanic and hysterical energy is the revolution . . . shaking the world . . . the chaos in which the new Caesars are born."



WALTER LIPPMANN

DON'T BOTHER
DAD, SON—HE'S
ALL TIRED OUT

—BUT HE'S ALWAYS
TIRED, MOTHER—HE
ACTS OLD
JUST
LIKE
GRAND-
PA



AFTER 40—many people grow old faster than they should

There are two common reasons why many people grow old fast in their 40's.

1. They need certain vitamins just as much as children do—yet they often don't get enough of them.

2. Poorer digestion—often experienced around this age—may slow you down. It also may keep the vitamins you eat from doing their full good.

A remarkable aid for both these after-40 troubles is Fleischmann's fresh Yeast.

It gives extra amounts

of 4 needed vitamins. The yeast acts like a "booster" for these vitamins when digestion is slow. It supplies other essentials that help you make fuller use of these vitamins and the food you eat. This should make you feel more energetic.

Eat Fleischmann's Yeast $\frac{1}{2}$ hour before meals—plain or dissolved in a little water. See if it doesn't help you to feel younger than you have in years.

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'After 40's'
FEEL
YOUNGER

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EASY AS A SLIPPER
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GENERAL ELECTRIC

430-123

HOW TO ENJOY WAITING FOR DINNER

C Pour Cinzano into a rickey glass. 

I Fill the glass about two-thirds. 

N Add a little ice. 

Z Cinzano is best at 32° or below. 

A Then add a twist of lemon peel. 

N Sip it slowly. 

O That's how Europe and South America enjoy Cinzano. 

CINZANO VERMOUTH

BEFORE MEALS



The superb aperitif... also makes better cocktails.

ITALIAN FROM ITALY
Alcohol 15.6% by volume
(Also Dry from France,
Alcohol 18% by volume.)



CINZANO

VERMOUTH

Canada Dry Ginger Ale, Inc.,
New York
Sole Distributor

JAPAN'S ARMY FIGHTS MUD, FLIES, HEAT

(continued)

An army is a funny thing. It is a great mass of men without the company of women who all lead exactly the same life together. It is a kind of Boy Scout life, out in the open, playing a continuous game of cops-and-robbers in deadly earnest. The purposes of this game are to destroy and to survive. The only way men can be kept at this strange game steadily, without being swept by emotions of fear and guilt and sheer boredom, is Discipline. Discipline is not an officers' racket; it is an iron necessity for men at war. And military men have an extraordinarily keen nose for signs of discipline-trouble in armies. They think they smell just that now in the Japanese Army in China.



"WILD EAGLE" MAJOR JOJI AND NATORI

There are many good reasons for it. At home in Japan the Japanese is superbly disciplined. His country is small, neat, clean and very crowded and he loves it. He too is neat, clean and very orderly. He makes his dull little meals interesting by traditional ways of preparing the food. He bathes often. But China is very big, very dusty, very dirty. Most Japanese had never seen it before, knew nothing about it. It hardly seems worth having to the little Japanese soldier, dying in windrows before the chattering Chinese machine guns. Suddenly his whole life is different from anything he ever knew and incredibly hazardous and, to him, uncomfortable. "Why," one wrote in his captured diary, "should we suffer such pain as this?"

The "pains" are not terrible, by the standards of men raised in a less orderly and rigid world. Dust or mud cakes him from scalp to socks. He must use a metal bolt-cover on his rifle against the dust. He picks a turnip from a field, peels it with his fingernails, chews it to quench his thirst. Over him swarm the big Chinese mosquitoes and the flies that bite (Japanese flies do not bite). Used to the sparse Japanese diet of rice and fish, he gets a rare gorge on grapes or chicken and his stomach gets upset. China is too hot in summer, too cold in winter. The distances are too vast and he never seems to get to the end of them, though he has a reputation as the world's best marcher. Worst of all, while he gets mowed down by Chinese machine guns, he has difficulty hitting anything with his Arisaka 1907 rifle, a good model but badly manufactured and even his machine guns account for only 1% of Chinese casualties. Sometimes he gets a Consolation Bag from home—clothes, canned fruit, candy, little hard cookies, cigarettes. The soldiers say now they want less sweet, more salt things, especially good solid food like salt fish. Sometimes as many as 15 men smoke one cigaret, taking careful puffs.

Whether all this has caused a collapse of discipline, the next few months or year should tell. On the one hand is the splendid record of the communications and supply sections of the Army. On the other is the evidence of Nanking, where the soldiers ran wild for two months, raping, looting and killing. Now Japan has its Chinese empire and its army of conquest becomes an army of occupation. If the Chinese people give up completely, so that Japan can take home her troops, all may be well. But if the Chinese resistance continues and the Army stays, the problem of discipline will loom larger than ever.



PILOTS OVER YANGTZE WEAR LIFEBELTS

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"I feel like a million . . . thanks to that delicious tea. I feel so refreshed, I know I'll enjoy dancing tonight."

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CHARLES H. CALHOUN, maintenance foreman for the TWA line, sees that planes are "a.k." before they take off from Newark, N. J. "Can't be careless on my job," Mr. Calhoun says. "Good hot tea helps keep me on my toes—peps me up—boosts my spirits. The flavor satisfies too."



CHRISTINE FREDRICK, famous home economics expert, says: "Good hot tea is stimulating, vitalizing. I like its effect when I'm tired. Tea lets me relax and sleep too. Most women know and appreciate the fact that tea is not fattening—and also, that the fine teas cost less than ¼ cent a cup."

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BEFORE THE GAME, ON THE SUN-SPLASHED GERMANTOWN CAMPUS, THE 10-LB. TEAM RUNS SIGNALS, WHILE CLASSMATES AND SURFERS WATCH AND ADMIRE



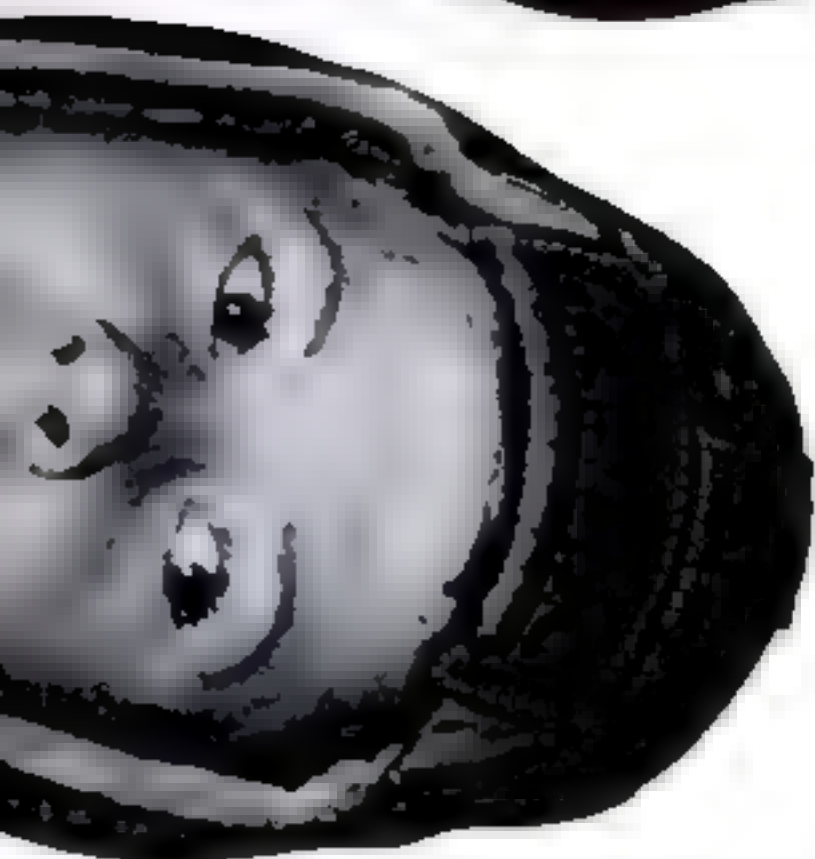
82-year-old George Hartley Deason, retired teacher, 'the ex-kid' fan base at Germantown, sees all games



Nine-year-old Donnie Beard, who weighs only 45 lbs., is too small to play - will have to wait at least two or three years



On an off-tackle slant comes a Germantown half back. The gain was so all because blockers did not clear out the defense. Notice how the right end is



Life Goes to a Kids' Football Game

between 90-lb. teams at Germantown Academy

Far from the crowds at the Yale Bowl or the Pitt Stadium, thousands of young U. S. schoolboys this autumn are playing football. In the privacy of a school campus, they miss tackles, drop punts, fumble passes, but the fun they have is immeasurably great. For them there is no thrill comparable to blocking a kick or making a long run for a touchdown. Like Sid Luckman or Marshall Goldberg, they too may become football heroes.

The schoolboy huddle on this page was photographed from underneath by LIFE's photographer during a slam-bang football game between the 90-lb. teams of Germantown Academy and Friends' Central School at Germantown, Pa., Oct. 12. Staring down at the camera are the faces of earnest young football strategists, deciding among themselves what play to use next and who shall carry the ball.

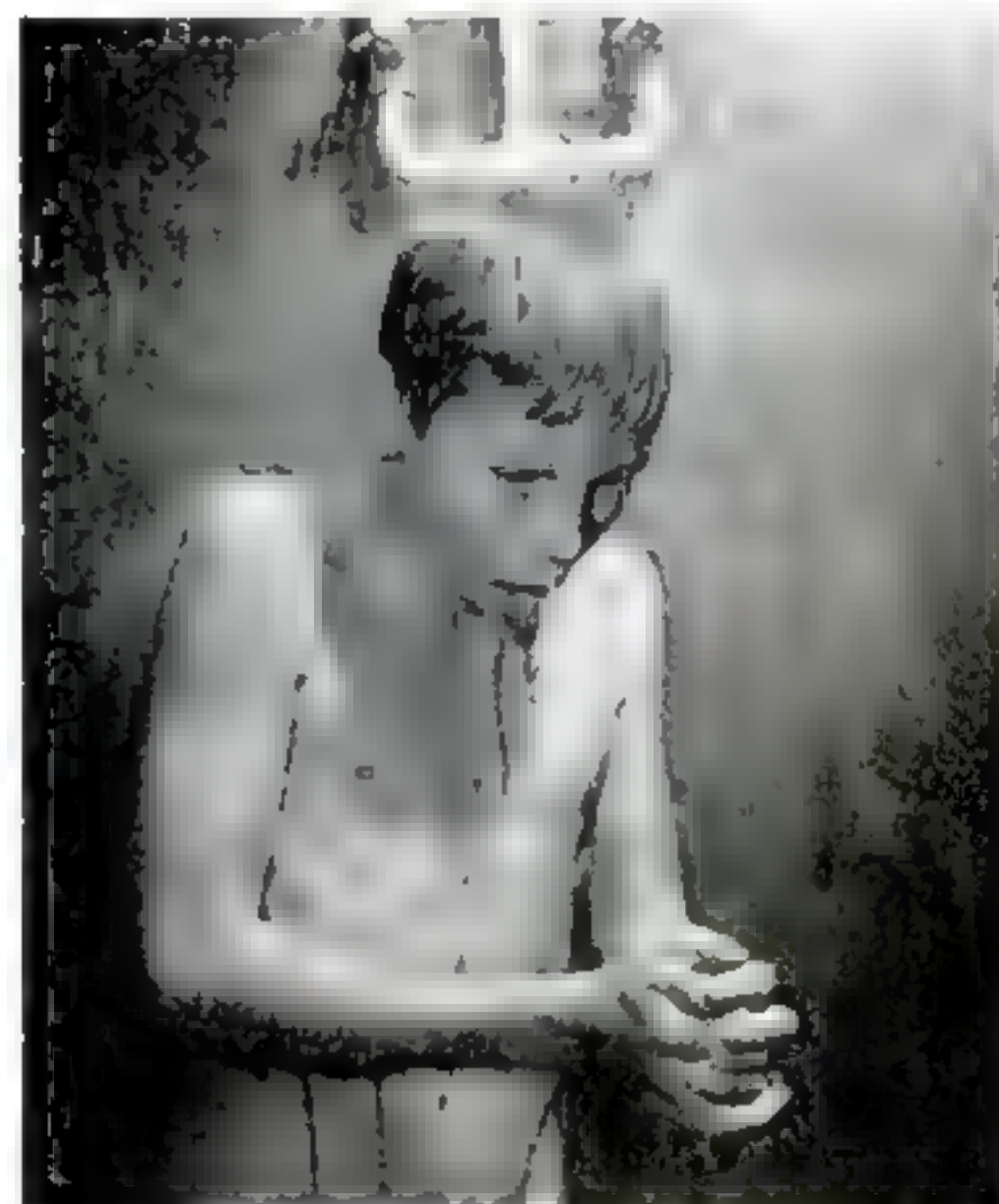
One precaution taken at the game was to warn the players not to leave the football field, as they did last year when a fire engine raced by. But this year each team was out for blood, convinced it could win. For 24 minutes of playing time, before a gallery of classmates, teachers, fathers and mothers, who held their breath for every bruising tackle, the players battled to a standstill. In the end, it was strong Germantown teamwork which sneaked over a touchdown, held off the power of Friends' Central, gave the home team a glorious victory, 8-0.



Farthest to the left, has clumsily missed his man. In 90-lb. games, blocking is notoriously bad, and tackles are usually made around the neck.



A southpaw punter is Germantown's captain, Bill Buehler, whose father played years ago at Academy.



Celebrating team's victory with an icy shower, Henry Rohner of Germantown forgets game, thinks only of the cold water

CONTINUED ON NEXT PAGE

"Have it Your Way"



said my
bull-headed
husband*

I did, of course! I prefer it with frosty flecks of ice chattering coolly against the glass.

He takes his straight ("neat" if that's the way you were brought up) in the biggest glass we own.

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* And had it his way. Men are wonderful little people.



Kids' Football Games (continued)

Both Germantown and Friends' Central are members of the oldest school-boy-athletic league in the U. S. Founded in 1887, the Interacademic League is composed of five preparatory schools near Philadelphia (Episcopal, Friends' Central, Haverford, Penn Charter, and Germantown). Each school maintains six football teams, beginning with 90-pounders, working up through 105-pounders, 120-pounders, and so on to the varsity.

At the very bottom of all this are the kids who are not even heavy enough to play with the 90-pounders. They watch the big boys perform, envy the campus glory that comes with football. Then they go off by themselves to practice what they have seen. The pictures below show how they make out.



Flying tackles around the neck are always fair play in midget football, but sometimes lead to fights. In fact there was a squabble after this runner was tackled.



Blocking a kick in unorthodox style, this defense man is mostly concerned with getting his face out of the way. The ball, meanwhile, slithers off the kicker's foot.



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LIFE'S PICTURES



The contraption above which looks like a Roman siege machine was built for LIFE's Photographer Dmitri Kessel when he visited the Plymouth plant in Detroit to take the color pictures on pages 27-30. It consists of a platform attached to a special factory tractor and carried Mr. Kessel all over the plant, allowed him to shoot down on his subjects. After he had finished photographing Plymouth, Mr. Kessel betook himself, platform, tractor and all to the LaSalle plant.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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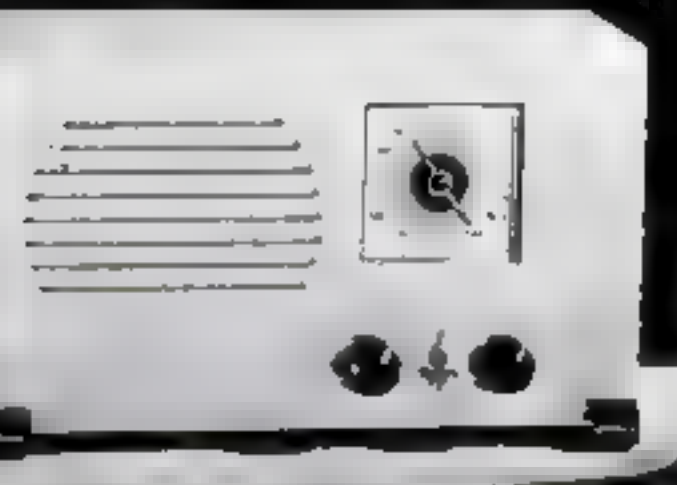
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MORIZ ROSENTHAL'S FINGERS ARE SHORT BUT STILL INCREDIBLY AGILE

THE LAST OF THE GREAT LISZTIANS WORKS OUT FOR HIS GOLDEN JUBILEE

Moriz Rosenthal was 23 when he posed for the photograph on the opposite page with his great teacher, Franz Liszt. He already had a mustache, a remarkable piano technique and a reputation as a piano prodigy which dated back to his concert debut in Vienna ten years before. Three years after he posed with his teacher, Rosenthal made his American debut in Manhattan on Nov. 13, 1888. Overpowered by his thundering virtuosity, critics called him a "giant of ability," the "perfect pianist." The critics also spoke kindly but by no means ecstatically of the playing of Rosenthal's assisting artist, a 14-year-old Viennese violinist named Fritz Kreisler.

On Nov. 13, 1938, 50 years after his debut, Moriz Rosenthal will again play in Manhattan. To honor this golden jubilee, great musicians and famous people will attend and the Baldwin Company has built Rosenthal a gold-lacquered piano. After his Jubilee concert, Rosenthal, an exile from Vienna who now lives in New York, will take his gold piano on a country-wide tour. He will be billed as the "last of the Lisztians." Of all Liszt's great students, Rosenthal is the only one still active in concerts.

Liszt was the most astounding pianist of his time. A year after the photograph opposite was taken, Liszt died but his grandiose glittering style lived on in his pupils, most notably in Rosenthal. Friend of Brahms and Johann Strauss, court pianist to Franz Josef of Austria, Rosenthal's recent America trips were so infrequent that he became almost a legendary relic.

Rosenthal is, however, definitely no relic. At 75, he is a short stout man with sharp wit and great strength. To his incredible technique he has added a thoughtful and deep insight, is accounted one of the greatest pianists alive. He also fancies himself quite a doctor. When Josef Hofmann wired recently that he could not attend a jubilee party because his son had an infected throat, Rosenthal sat down and wrote a long letter, prescribing in detail just what Hofmann should do for his son's throat.



Moriz Rosenthal is strong, feels he has to keep fit in order to give his arduous programs. Though 75, he still works out at gyms, amazes onlookers with his strength. This weight is not really 250 lb., but Rosenthal boasts that he can lift that easily.



The pupils of Liszt posed with their master at Weimar, Germany, in 1885. Gray-haired Liszt is in rear center. Rosenthal is at rear left. Left to right in front: Alexander Siloti, Arthur Freidheim and Emil Von Sauer, all of whom became great pianists.

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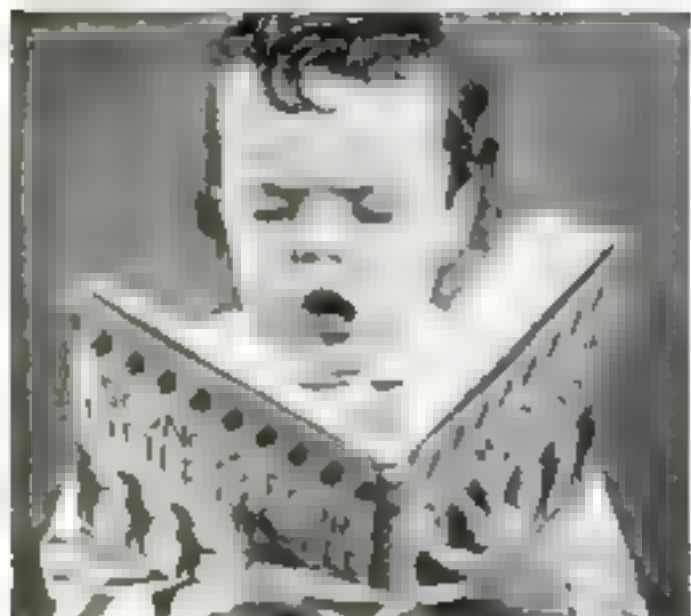


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PICTURES TO THE EDITORS



ASSISTED BY A PLATOON OF SEA SCOUTS, MARGARET BOURKE-WHITE MAKES A PICTURE AT THE AK-SAR-BEN



MISS BOURKE-WHITE AND LUGGAGE ARRIVE IN OMAHA



THE SEA SCOUTS IN AN IMITATION OF MISS BOURKE-WHITE

BOURKE-WHITE AT BALL

SIR:

Margaret Bourke-White's pictures of the Ak-Sar-Ben Ball in Omaha (LIFE, Oct. 24) were fine. There was only one thing at the Ball which LIFE did not show. That is Miss Bourke-White herself. I covered the Ball for the Omaha World-Herald and found myself taking as many pictures of her as of anything else (see cuts). Listen to the World-Herald:

"Margaret Bourke-White, LIFE Magazine's No. 1 photographer, was the hit of the Ball. Miss Bourke-White, in a red dress and red slippers, was all over the place. The crowd was fascinated."

"Miss Bourke-White used to specialize in industrial pictures. Smokestacks, shipyards, steel mills and such. She uses the same technique on people. Once she got down on her stomach to get a good angle shot, apparently intended to record a good view of the lower part of George Brandels' and J. E. Davidson's chins."

"Miss Bourke-White had a platoon of Sea Scouts to tote a couple of hundred flash bulbs, tote lights and pick up film-pack tabs."

E. K. LANGEVIN

Omaha World-Herald
Omaha, Neb

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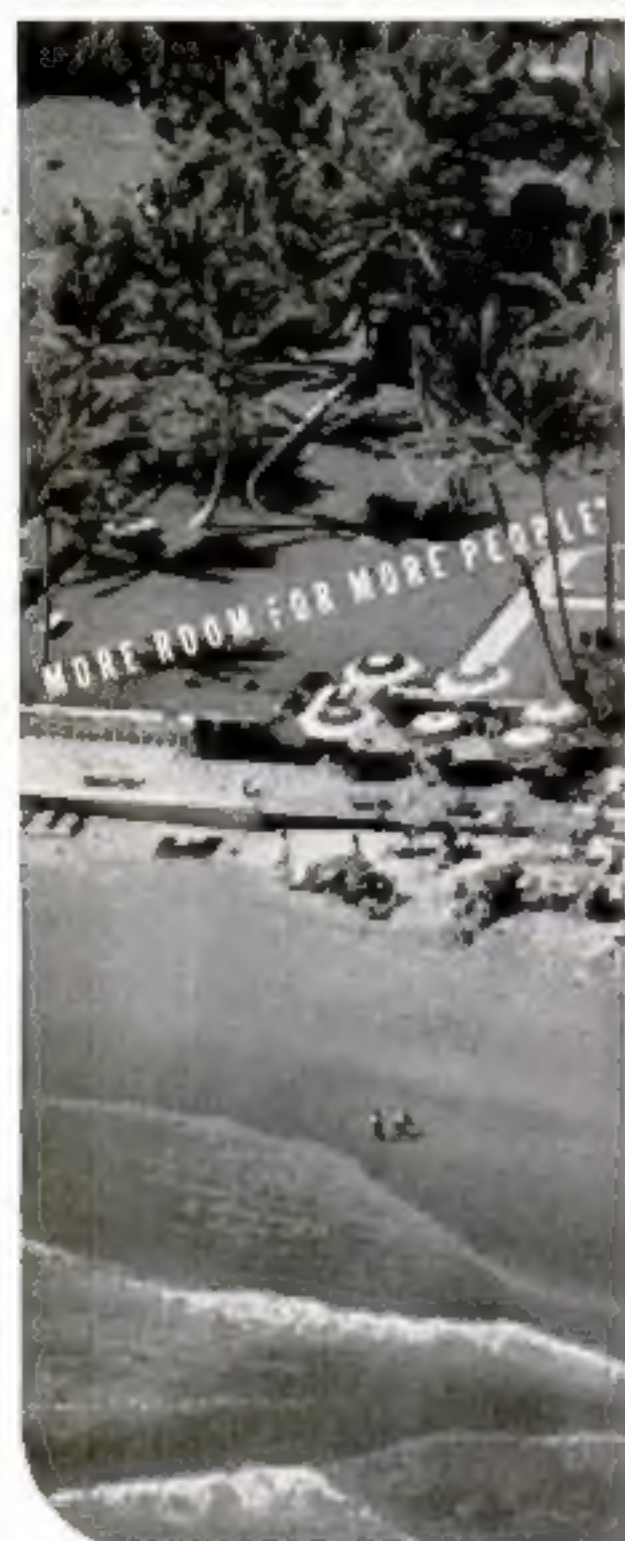
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PICTURES TO THE EDITORS

(continued)



STAR-TRAILS

Sirs:

Here are two pictures of "star-trailing."

The average amateur photographer little realizes the possibilities for striking pictures obtainable by merely pointing the camera skyward on a clear, dark night and giving a long time exposure.

As the earth rotates, each star traces an arc on the negative. The whirling vortex effect (below) was obtained by pointing my camera directly at the North Star.

EMIL PEARSON

Redgranite, Wis.



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CHILDREN CONSTIPATED?

Give them relief this
simple, pleasant way!



Watch your youngster's face brighten when you give him a half-tablet of Ex-Lax. No struggle. No forcing. Children actually love the delicious all-chocolate taste of Ex-Lax!



Your child's sleep is not disturbed after taking Ex-Lax. It doesn't upset little tummies or bring on cramps. Ex-Lax is mild and gentle... ideal for youngsters!



In the morning, Ex-Lax acts... thoroughly and effectively! No shock. No strain. Just an easy, comfortable movement that brings blessed relief.

Ex-Lax is good for every member of the family—the grown-ups as well as the children. Available at all drug stores in handy 10¢ and 25¢ packages.

Now improved—better than ever!

EX-LAX
THE ORIGINAL CHOCOLATED LAXATIVE

Fortune FOR NOVEMBER

Very Fifth Avenue, very swank, and very cockeyed is Saks, the Manhattan specialty shop which sells the biggest volume of high grade specialty goods in the U. S.—and cleans up doing it. You can spend a day at Saks and see how it makes its money in FORTUNE for November—an issue in which you will also find:

The Industrial South
American Medical Association
The FORTUNE Survey of Public Opinion: XVI
Nunn-Bush Shoe
Monopoly Investigation Committee
Adventures of Del Monte
Energy Sources
Business-and-Government

FORTUNE is sold by subscription only at 330 East 22nd St., Chicago. The price is \$10 the year.

Honor guest at a *Syrian* supper



"From sunset on, we found Canadian Club's rare flavor a perfect companion to dinner in the Temple of the Sun!"

"Ever see color that actually lives?" asks G. H. Wilson of Florida. "That's what happens when the setting sun paints the Roman Temple of the Sun at Baalbek. Papa Gus, a local curio dealer, arranged supper for us there one night. Our guest of honor was a bottle of **Canadian Club**. And between that magnificent setting and the rare flavor of Canadian Club, we felt richer than the richest Roman Emperor who ever lived!"

**A favorite in Cocktails before
and 'Tall Ones' after dinner**

Try this rare imported whisky for one week. The instant you taste it, you'll know why

Canadian Club is as much a favorite in 87 countries of the world as it is here at home,—for then you can see how utterly *different*, **unlike any other whisky**, Canadian Club is. Although there are several choice Scotches, a few great ryes and bourbons—remember there's only *one* Canadian Club. Stay with Canadian Club all evening long—it's unsurpassed in Manhattan or Old-Fashioned, and thousands prefer it in highballs with soda, seltzer, or plain. Start to **enjoy it today**.

At leading hotels, bars, clubs and dealers, throughout the world. Canadian Club Blended Canadian Whisky. This whisky is six years old. 90.4 proof.

**IN 87 LANDS
WHISKY-WISE
MEN ASK FOR**

*Canadian
Club*

6 YEARS OLD



Hiram Walker & Sons
Distillers of Peoria, Illinois
Walkerville, Ontario
Glasgow, Scotland

"Star" AUCTIONEER FOR 16 YEARS

BILL CURRIN, Like Most of the Other Independent Tobacco Experts, Smokes Luckies

Mr. Smoker: You say most of these tobacco experts smoke Luckies?

Mr. Lucky Strike: Yes, 2 to 1 over all other brands combined. Sworn records prove it.

Mr. Smoker: How many of these tobacco experts work for you?

Mr. L. S.: Not one! They're all *independent* tobacco men. Auctioneers, buyers, and warehousemen.

Mr. Smoker: Are these men the best judges of tobacco?

Mr. L. S.: You bet they are! Just for example, there's Bill Currin. He's been an auctioneer for 16 years, and has sold millions of pounds of tobacco.

Mr. Smoker: And Currin smokes Luckies?

Mr. L. S.: Yes—and has for 15 years. Not only for their fine tobacco, but because of the "Toasting" process.

Mr. Smoker: What does that do?

Mr. L. S.: It takes out certain harsh irritants found in all tobacco—makes Luckies a light smoke, easy on the throat.

Mr. Smoker: That sounds good to me. I'll try them.

EASY ON YOUR THROAT—BECAUSE "IT'S TOASTED"

*Sworn Records
Show That—*

**WITH MEN WHO KNOW
TOBACCO BEST—
IT'S LUCKIES
2 TO 1**



● **WITNESSED STATEMENT SERIES:**
Bill Currin—Auctioneer—has
smoked Luckies for 15 years

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